

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLIV. NEW YORK, AUGUST 19, 1903. No. 8.

J. S. BRIGGS

INDIANA STAR
TERRE HAUTE STAR GUARD
INDIANAPOLIS STAR
Circ. 50,000
24,000
15,000
15,000

YOU

Can cover Indiana by using the Star League alone, BUT you can't cover the State without the Star League.

Muncie Indianapolis Terre Haute
24,000 50,000 15,000

Guaranteed average circulation, 90,000 copies daily for year ending September 30th, 1904.

LOGAN & COLE, Representative Foreign Advertising,
Tribune Buildings, New York, Chicago.
General Offices: 127 E. Ohio St., Indianapolis, Ind.



35th Consecutive
Year

**ROWELL'S
AMERICAN NEWSPAPER**

DIRECTORY

1903

Price \$10⁰⁰

It's the Standard
Everywhere

Geo. P. Rowell & Co. Pub

10 SPRUCE ST. N.Y.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLIV.

NEW YORK, AUGUST 19, 1903.

No. 8.

THE "LION'S MOUTH" AND OTHER COMPETITIONS.

By L. Scott Dabo.

In building up the circulation of a magazine through press publicity, so many conditions foreign to general advertising must be considered that usually accepted rules cannot be always taken as guides to the method of procedure.

The "suggestions" competition has been used by various periodicals at different times, with, in most cases, appended conditions, compelling the reader to subscribe to the magazine in order to be eligible to consideration in the competition.

A number of periodicals are at present running competitions varying somewhat in details, but having the same general features at bottom. All are planned to directly or indirectly increase the magazine's circulation.

With the intention of learning something about the results of these competition schemes, a representative of PRINTERS' INK selected three periodicals, typical of as many different classes, and armed with a set of questions called upon the respective business managers in the order named.

"It is impossible to say much of a definite character at present about results so far obtained," said Mr. Bancroft of *Collier's Weekly*, "beyond the general fact that the response from readers has far exceeded our most sanguine expectations. We did not realize that the public would take so much interest in the 'Lion's Mouth Competition' and are consequently gratified over the position we have reason to believe we hold in American homes. But before going further I wish to state positively that this competition was not at any time, nor is it now intended to be a circulation boomer. What we wished to learn was first, what

the readers of *Collier's Weekly* thought about our paper; second, what suggestions they had, if any, on how to improve it."

"Still, apart from your intentions in the matter, do you not believe a competition of this sort, if successful at all, should show some results on the circulation and incidentally on the advertising value of *Collier's Weekly* I asked."

"Yes, it should, in a normal way; that is to be expected. Our circulation has been rising steadily, noticeably so during the summer months when it is usually expected to decrease. Next week we shall print 361,000 copies. But what we want to do is make *Collier's Weekly* the best paper of its kind in the country. That done, the circulation and advertising will be taken care of as a natural sequence. The best way to accomplish this purpose we felt was by coming right out and asking our readers what they thought about us. The public has responded enthusiastically, without sparing our feelings in the least. The results I may safely say will mean a revolution in the arrangement of our paper. We have received some very marked opinions in regard to the proximity of advertising matter to the text which may lead to important changes there. The make-up and size will undergo changes, while we have definitely decided to abandon the serial story after the one now appearing has run its course. We have learned that the serial story in magazines makes many people sore—especially new subscribers and transient buyers."

"From whom do your answers mostly come, men or women?"

"About equally from both. So far the prizes have gone mostly to men, and of these the majority have been newspaper workers. As a rule the subscribers to *Collier's Weekly* express their opinion about us, while newspaper men give

strong meaty suggestions showing how to accomplish what the subscribers are driving at."

"Do you believe a competition of this kind, judged by the results so far obtained and the amount of clerical work involved, worth while, and do you believe that any scheme to increase circulation apart from usually accepted methods, justified by results?"

"To answer that, I will have to repeat—this is not a circulation scheme. All the canvassing premiums, prize competitions, etc., will not hold circulation unless the paper is worth the price it is sold at. That's our view; and it is our intention to make the paper worth more than that; one of the first steps will be the adaptation of certain suggestions we have received from our readers. To your question in the main, my answer is, yes, unquestionably.

The reading public is extremely interested in the magazine's make-up and advertising pages. To let the public in through their suggestions is a most effective means of advertising. *Collier's Weekly* is made for the public—therefore when readers state their wishes to us as they have in great numbers, we feel, the best way to increase the value of our paper to the reader as well as to the advertiser, is by following such suggestions as are an improvement on our own methods.

"The number of replies has gone up to 8,000 per week—and through a blunder since corrected was down one week as low as 1,000; the average is perhaps about 6,000. The cost of the competition alone is expected to reach \$20,000. In accordance with contemplated changes we are going to put in \$100,000 worth of machinery so as to perfect the printing."

At the office of *Vanity Fair* Mr. Dodge corroborated, except in a few instances, in regard to his paper what Mr. Bancroft said of *Collier's Weekly*.

"Readers freely state their opinions," he said. "The suggestions are serious ones showing a studied familiarity on the readers' part with *Vanity Fair* and its contents.

"Yes, they are mostly of con-

siderable value to the editors and publishers in enabling us to know exactly what the public likes about our magazine. In our opinion we have gone somewhat further than *Collier's Weekly* has done, by publishing some of the prize winners, thus making each issue of particular interest to the readers at large as well as to those who have entered the competition."

"Has the competition increased the circulation of *Vanity Fair*?"

"The circulation has gone up steadily during the summer. We look upon this as further proof of the value of such schemes, for as a rule circulation decreases during the warm months. News-stand returns show the largest increases. Bigger circulation of course means greater advertising value; so far the amount of advertising has not grown materially. It is still too early to look for results in this direction."

"Will the suggestion received induce any changes in the form or nature of the contents in future numbers of the magazine?"

"No! We are making *Vanity Fair* for the public, the public is not making it for us, and so far we have no reason to believe a change in any way desirable or advantageous. The competition will be kept open indefinitely or just so long as the public is interested in competitions."

Street & Smith, publishers of *Ainslee's Magazine*, declined to be interviewed and beyond "the fact that we have received many excellent suggestions that will be of practical use to the editors" did not care to give the advertising world any information regarding their competition. In a letter received from the firm, it was further said, "*Ainslee's* is steadily advancing in circulation and it would be impossible to say whether this competition had or had not a part in the gain."

From the foregoing a fair idea of the competition advertising scheme may be had. But the greatest and only problem which in the long run will be worth solving is what quality of permanent benefit the editors and publishers finally secure from these means.

A FINANCIAL CAMPAIGN.

Seven million dollars in deposits, secured in about eight months, is the record of the Lincoln Trust Company, Madison Square, New York. This institution began business last November, and through a combination of good banking and judicious advertising has gained a million dollars monthly in commercial deposits in a neighborhood plentifully supplied with banks. Advertising was begun at the outset. The company has a young, energetic set of officers, and has been aggressive. Newspapers were the first medium, followed by surface cars and theater programmes.

"We can only say that our advertising has paid us magnificently," said William Darrow, Jr., the secretary. "Whether newspapers are better than car cards we have been unable to determine. Our ads are not at all original or freakish, but simple statements of facts about the company such as are calculated to convince a business man who contemplates opening an account. The newspaper ads are run about three times a week. Cards are confined to the lines that pass our doors or run into Madison Square. Theater programmes are used only during the season, of course—in fact, we abandon the papers during the hot months of summer, when men do as little business as possible. Some of the deposits we have secured have been transferred from other banks, but in the main our advertising has developed new business. Our board of directors is very strong, and consists of thirty business men known everywhere in New York. It includes twelve bank presidents and the heads of such corporations as the Waldorf-Astoria and the Consolidated Gas Company. This is the chief argument of a bank, and has immense weight in advertising. Next come courtesy and good service. We lay stress upon the fact that we are in Madison Square, adjacent to the business districts of Broadway, Fifth avenue, Twenty-third street and Sixth avenue, the clubs, hotels, theaters and residence district. We give a great deal of attention to our ladies' department,

believing that it is an excellent feeder for other departments."

Part of the company's campaign is an energetic canvass of business and office buildings in its neighborhood. Literature is also used to a certain extent. Two excellent booklets have been issued thus far. One is general in purport, dwelling upon the importance of Madison Square as a commercial center, the convenience of the company's counting rooms, the manner in which its funds are handled, the care that is taken to render a neighborhood service in both deposits and loans, the trust department and so forth. The other is entitled "Wills, Descent of Property and Administration of Estates," and is somewhat original in context. Besides the usual description of the functions of a trust company it gives brief directions for making wills under the laws of New York, deals with the order of descent of real and personal property, tells of the effect of marriages on wills, outlines the duties of an executor, gives the rates of inheritance taxes, legal commissions allowed executors and trustees, and other information likely to be sought by those in need of a trust company's services.

THE fellow who is "afraid" to advertise is the one who does the calamity howling.—*White's Sayings.*

ADVERTISING EXPRESSION ILLUSTRATED.



GETTING NEXT TO READING MATTER.

THE GRANDIN ADVERTISING AGENCY.

PRINTERS' INK sent a special representative to ascertain the facts about the Grandin Agency. This report is embodied in the documents printed below:

BATTLE CREEK, Mich.,
Aug. 5, 1903.

Editor PRINTERS' INK:

I have gone to the county seat and looked up the records of the various corporations that are placing their business through the Grandin Agency, and are sending you the results. I am also sending you the stockholders of the Grandin Agency itself. You will notice that the Postum Cereal Co., Ltd., controls the greater portion of the stock. I believe the stock of the Postum Cereal Co. itself is owned principally by Mr. Post and his family. I also send two clippings from newspapers, giving their date, which refer to the Grandin Agency matter. Also letter sent out by the Grandin Advertising Agency to publishers, and one sent out by the Postum Cereal Co. to the same list.

Grandin Advertising Agency, Ltd., Battle Creek, Mich. Organized March 5, 1903. Capital stock, \$25,000. Purpose: General Advertising. Stockholders: Chas. W. Post, \$100; Carroll L. Post, \$100; Frank C. Grandin, \$100; Postum Cereal Co., Ltd., \$24,700. Officers: Chas. W. Post, chairman; Carroll L. Post, treasurer; Frank C. Grandin, secretary.

Post Sugar Co., Ltd., May 16, 1903. Capital stock, \$300,000. Chas. W. Post, chairman, 2,490 shares; Carroll L. Post, secretary, one share; Marshall K. Howe, treasurer, one share; Frank C. Grandin, one share; Steven S. Hulbert, one share; Dwight Tredway, 500 shares.

Battle Creek Paper Co., Ltd., 1899. Capital stock, \$100,000. N. S. Phelps, \$10; Wilfred B. Phillips, \$10; Marshall K. Howe, \$10; S. S. Hulbert, \$10.

Grape Nuts Co., Ltd., Mar. 6, 1903. Capital stock, \$150,000. C. W. Post, \$50; C. L. Post, \$50; S. S. Hulbert, \$50; Marshall K. Howe, \$50; Postum Cereal Co., Ltd., \$149,800; total, \$150,000.

Postum Cereal Co., Ltd. Organized October 23, 1896. Capital stock, \$50,000. Chas. W. Post, Ella L. Post, Marshall K. Howe, Marjorie Post.

B. C. Health Beverage Co., Ltd. January 16, 1902. Capital stock, \$100,000. Frank W. Clapp, 150 shares; Louis A. Kerston, 300 shares; Fred. H. Lyman, 150 shares.

BATTLE CREEK, Mich.,
May 5, 1903.

To PUBLISHERS:

It has been brought to my notice that a determined effort is being made by the American Advertising Agents' Association, of which Mr. Chas. H. Fuller is president, to prevent the recognition, by publishers, of the Grandin Advertising Agency, Ltd., of Battle Creek.

Some time ago, it became necessary for reasons that I do not care to give in detail at this time, to withdraw a portion of the Postum Cereal Co., Ltd., business from the Fuller Agency.

You are perhaps aware of some of the obstacles set up to prevent a continuance of the business between our company and publishers in an effort to force us back into the old rut.

The Fuller Agency has endeavored to make it appear that the new agency handles only business that I own. This is not true.

A portion of our business we are placing direct and the balance is divided between five different agencies, one being the newly organized Grandin Advertising Agency, Ltd. It may be mentioned that I am a stockholder in three of these agencies, one being the Fuller Agency. I am also a stockholder in the Grandin Agency.

When we undertake to place business with a publisher through any particular agency, it will go through that agency or not at all, for we cannot permit any juggling of the negotiations.

The Grandin Advertising Agency, Ltd., has the business of nine or ten different articles owned by five or six different concerns or individuals. The aggregate volume of this business when all the articles are advertised in any one medium will amount to some sixty-five thousand lines per annum.

The Grandin Agency will soon be in its new building, one of the most complete that I know of in the United States. The company is thoroughly responsible. The Postum Cereal Co., Ltd., will, when required, guarantee the payment of contracts made for the Postum Co., and I will guarantee the contracts for the Post Sugar Co., Ltd.

The efforts made by other advertising agencies to throttle this new agency has aroused my interest and determination to increase the amount of business placed by us in the hands of the new agency.

I do not contemplate being dictated to by any advertising agents as to the mediums through which we place advertising.

The new agency is entitled to full recognition by publishers under the rules of the Newspaper Publishers' Association, notwithstanding the manipulations resorted to to prevent such recognition.

Of one thing publishers may be well assured: The new agency has a heavy volume of business to place. The pay will be prompt and sure, but this business will not be placed with publishers who allow themselves to be ruled by methods employed in an effort to force us into an irksome and undesirable position.

If it is your wish to have the Grandin Advertising Agency, Ltd., recognized by the Newspaper Publishers' Association and you will write them to that effect, I will be glad of advice of your action.

Respectfully, C. W. Post.

To PUBLISHERS:

It seems that the American Newspaper Publishers' Association in the late action regarding the Grandin Advertising Agency, Ltd., labored under a misapprehension regarding the ownership of the various corporations which this agency is placing the business for.

The fact that most of the business is new to publishers seems to have cre-

ated an uncertainty of opinion, notwithstanding that the very fact of their being new accounts, gives evidence of the creative ability of this agency.

A clearer exposition of the facts evidences the right of this agency to recognition by the publishers and other advertising agencies. See herewith copy of a letter from Mr. Fuller, president of the American Advertising Agents' Association, which has been sent to the American Newspaper Publishers' Association.

The following is a list of the accounts now being placed by this agency:

Postum Cereal Co., Ltd. Three articles. Stock owned by C. W. Post and M. M. Post.

Post Sugar Co., Ltd. Stock owned by C. W. Post, Dwight Tredway, M. K. Howe and C. L. Post. (Sugar and a variety of confections).

Battle Creek Paper Co. (Paper specialties). Use trade journals. Stockholders, M. K. Howe, C. W. Post and C. L. Post.

Niles Bryant School of Piano Tuning. (Mail order). Owned by Niles Bryant, Battle Creek.

A. A. Post, (Fancy Hogs) Agricultural papers. Owned by A. A. Post and C. W. Post.

Battle Creek Health Beverage Co. (Malta Pura, a tonic). Owned by C. H. Kahler, W. C. Klawiter, L. A. Kertson and F. H. Lyman.

It will be seen that while C. W. Post is a stockholder in four of the above six corporations, he is not the sole owner of any of them, but each corporation is as distinct and individual as if they existed in a different State or country from every other, and the further fact that he is also a stockholder in three different advertising agencies is also attended with the fact that these agencies are separate corporations, and the stock open to purchase by any individual who can secure it. The entire transaction of purchase of certificates of stock by Mr. Post and by other stockholders has been conducted on open and thoroughly legitimate lines, leaving not the slightest grounds for the current report that Mr. Post was the sole owner in all of these corporations, and therefore that all of the business placed by this agency was owned by Mr. Post.

We trust this explanation will make thoroughly clear not only our position but his.

This agency will place a heavy line of advertising; most of it new. This will include some extra heavy copy from the Postum Cereal Co., Ltd.; and the original position taken, that when the business is offered through this agency it will be run that way and will not be offered either direct or through any other agency, will be maintained.

You, as a publisher, appreciate the necessity of knowing exactly what you may expect from us. We think you will agree that the business is strictly gilt edged and the pay prompt and sure.

We believe you will discover in your future transactions with us that courtesy, fairness and equity will govern the management of this agency.

Respectfully yours,
GRANDIN ADVERTISING AGENCY, LTD.

POSTS RE-ORGANIZE—BIG CEREAL BUSINESS TO BE CONDUCTED UNDER THREE HEADS.

The business of the Postum Cereal Company will hereafter be conducted under three heads. The Postum Cereal Company will handle the product of that name, and the Grape Nuts Co., Ltd., which has filed articles of association with the register at Marshall, will handle the Grape Nuts product of the concern. The officers of the Grape Nuts Company are: Chairman, C. W. Post; vice-chairman, C. L. Post; secretary, S. S. Hubert; treasurer, Marshall K. Howe. Each of these gentlemen holds five shares in the company, while the Postum Cereal Company holds 14,980 shares.

Articles of association have also been filed by the Grandin Advertising Co., Ltd., with practically the same make-up.

THE MOST UNIQUE OFFICE BUILDING IN THE WORLD TO BE ERECTED AT POSTUMVILLE.

In the near future the Postum Cereal Company, Ltd., will have what will be, without a doubt, the most unique building in the world, devoted exclusively to office purposes of the Grandin Advertising Agency. The plans, now in preparation, will be in the architectural style of an old English tavern of the sixteenth and seventeenth centuries—somewhat similar to the home of Shakespeare. The building will be erected on the hill at Postumville and will have roses and vines trailing all over it.

FITFUL advertising is like malaria—chills and fever alternating.—White's Sayings.

The fact that
The
Chicago Record-Herald
Gained
707
Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to THE CHICAGO RECORD-HERALD over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

WITH ENGLISH ADVERTISERS.

By T. Russell.

What is the trade value of adventitious advertising—meaning by this advertising that is not in the way of the ordinary trade, or proceedings other than commercial which in some way or another attract attention to business men or their enterprises? I think its usefulness is greatly exaggerated. The circumstances which prompted the recent epigram

"There's many a slip 'twixt the Cup and the Lipton"

are said by some people to do Sir Thomas good in his business. There have even been found ill-conditioned people to aver that the challenges of the three successive "Shamrocks" have been prompted by Sir Thomas Lipton's shrewd commercial instinct. I for one do not believe it. The Lipton business is purely retail. It is limited to Lipton's own shops, or (as the company prefers to call them) "markets." The location of those establishments is all in all to their trade. They are placed in the best possible positions for business. The advertising that is done in the name of Lipton (much less of late months) no doubt leads the working-class patrons from whom all the trade is got, to choose a Lipton store in preference to the non-advertising establishment across the street. But I do not think any amount of advertising alone would induce the patrons of Lipton, limited, to walk three blocks. If, as my opinion of Sir Thomas Lipton's business acumen makes me think, his goods are better than the average, and cheaper, his newspaper advertising will bring him trade, and the excellence of his merchandise will keep it for him. The quality of the goods, and their prices, are capable of doing him a great deal more good than any amount of cup-lifting; and if these were not right he might lift fifty cups and not get any more business thereby. Sir Thomas Lipton knows this as well as any man on earth, and I decline to believe that his sporting instinct is in any manner complicated by commercial considerations.

Similarly, the notoriety occasioned by law-suits is often imagined by the uninformed to have advertising value. A London snippet weekly recently employed as a circulation scheme the offer of the hand in marriage of a member of its staff, whose contributions were supposed to have aroused public attention. This was pretty steep. But there now follows as a development, an application by the contributor to the law courts for an injunction to restrain the paper from continuing to offer him as a husband—one of the reasons urged against this procedure being the not ineffective one that he happens to be married already. Is this a further scheme? Is it planned as an advertisement, or does it have the effect of one? I should answer both these questions in the negative. Vulgar and ridiculous as the original proposition was, the development of it into a law case makes it self-evidently futile, if it wasn't so already. Instead of benefiting the paper, I am sure it would, if generally known, do it harm, even among a class of people so vulgar and foolish as to be attracted by the original scheme.

* * *

In this connection, I am tempted to tell a story which I think I have told before (but there's nothing else the matter with it). Some years ago, a certain man fetched a suit in this country against G. T. Fulford. The Judge who tried the case said to the Grand Jury, in this charge, "I advise you, gentlemen, to look with some jealousy on this case. I am not sure but what it is an advertisement for Pink Pills." On this remark being reported to Mr. Fulford, the genial millionaire remarked, "Well, I'm glad that Judge isn't my advertising manager."

* * *

Nevertheless, there are some things that aren't advertising, but which have the effect of advertising. It has been said that whatever calls public attention to a man's business benefits that business. To this maxim an amendment is required. If it were said that whatever calls favorable at-

tention to a man's business benefits it, no one could complain of the adage.

* * *

Just as there are some forms of publicity that are not advertising, so there is some advertising that isn't publicity in the useful and commercial sense. The advertiser as philanthropist; the philanthropist as advertiser; a good deal might usefully be written about and around these two combinations. I have never been an advertiser spending my own money—always someone else's—and therefore have no experience of the advertising value of space engaged and paid for in Sunday school programmes, charity-concert prospectuses, and the like. There is but one honest reply for a man in this position when he is asked to pay for space in such things, and that is "I am not employed to spend money in charity or benevolence. If you wish a donation, please go to the firm." There are advertisers, spenders of their own money, who will pay two pounds for an advertisement in a leaflet which will do them (and they know it) no good whatever, before they will cough up half a sovereign, which is two dollars and forty cents, for a straight subscription. The advertising man on a salary can only be a philanthropist in this particular way at the price of his honor. The space is too dear at that rate, because the commodity named is not one to be sold for rubies. The space is too dear at its money price, because an infinitesimal circulation cannot be sold at a rate proportioned to the price of a practical circulation such as newspapers sell and advertising managers are paid to buy.

* * *

Concerning the philanthropist as advertiser, it may be said that he is usually a good one. Our Dr. Barnardo, who runs a home for poor boys and girls and has done an immense amount of good to them, though the Pope was a bee in his bonnet, is an admirable and expert advertiser, and he runs his advertising department with all the keenness and shrewdness of any patent medicine man—newspapers,

pamphlets, posters, *toute la lyre*. He knows as well as any purely business man the prices of advertising space, and how to buy it cheap. The Salvation Army knows how to advertise too, and it is a good advertiser. One thing that makes the philanthropist a good advertiser wherever met, is that he never boggles at offering a low price. He isn't at work for his own benefit, and is therefore without bowels of compassion in the presence of the advertising solicitor. (The same consideration inclines me to think that it is good policy to employ an advertising manager on a salary for this business, rather than run it oneself). It has been said that one essential part of the genius of a good advertising man is to be able to offer the lowest price with the least shame. You will never catch the philanthropist blushing.

* * *

A curious example of philanthropic advertising to which we have lately been treated in this country is a large, colored poster intended to call attention to the cruelty of the bearing-rein fashion in horse-harness. There are three horses shown with three kinds of headgear, labeled "Ease," "Discomfort," "Torture." Presumably the persons addressed, being users of horses, understand the significance, of these pictures, though it eludes my own untutored understanding.

* * *

The kind of philanthropist-advertiser (self-constituted) who claims patronage for goods on the ground that the public ought to support home (national) industries and keep out the foreigner doesn't commend himself to the esteem of the community. I call to mind one of the most persistent of these fellows, who held on to the racket without a single blush after he had been exposed as one of the worst sweepers of his workpeople in a particularly unhealthy trade. Some of the papers which showed him up recommended a modification of his caption as thus: "Support Home Industries, and Help to Sweat Home Workers." But the suggestion was not accepted.

CLASS PAPERS: LAW, MEDICINE, DENTISTRY, OSTEOPATHY, HOSPITALS, NURSING, VETERINARY, SANITATION, HYGIENE.

The American Newspaper Directory, among its class papers, catalogues the varieties mentioned in the heading of this page as follows:

LAW.

CALIFORNIA.....	Los Angeles, Journal.....	Daily	I
COLORADO.....	Denver, Journal.....	Daily	" <i>KL</i> "
	Denver, Legal Advisor.....	Weekly	" <i>KL</i> "
CONNECTICUT.....	New Haven, Yale Law Journal.....	Monthly	" <i>KL</i> "
DIST. OF COLUMBIA.....	Washington, Law Reporter.....	Weekly	" <i>KL</i> "
	Washington, Gourick's Washington Digest.....	Bi-mly	H
ILLINOIS.....	Chicago, Law Bulletin.....	Daily	" <i>KL</i> "
	Chicago, Law Journal.....	Weekly	H
	Chicago, Law Register.....	Weekly	" <i>KL</i> "
	Chicago, Legal News.....	Weekly	3,173
	Chicago, National Corporation Reporter.....	Weekly	G
	Chicago, Legal Advisor.....	Monthly	" <i>KL</i> "
	Chicago, Lloyd's Law List.....	Quarterly	" <i>KL</i> "
INDIANA.....	Indianapolis, Reporter.....	Daily	4,476
KANSAS.....	Lawrence, Kansas Lawyer.....	Monthly	" <i>KL</i> "
KENTUCKY.....	Frankfort, Kentucky Law Reporter.....	Semi-mly	" <i>KL</i> "
MARYLAND.....	Baltimore, Record.....	Daily	" <i>KL</i> "
MASSACHUSETTS.....	Boston, Green Bag.....	Monthly	I
	Cambridge, Harvard Law Review.....	Monthly	I
MICHIGAN.....	Ann Arbor, Michigan Law Review.....	Monthly	
	Battlecreek, Lawyer and Layman.....	Bi-monthly	8,500
	Detroit, Legal News {.....	Daily	" <i>KL</i> "
	Detroit, Legal News {.....	Weekly	I
	Detroit, Law Journal.....	Weekly	" <i>KL</i> "
	Detroit, American Legal News.....	Monthly	H
	Detroit, Law Students' Helper.....	Monthly	H
	Lapeer, Cigator.....	Quarterly	" <i>KL</i> "
MINNESOTA.....	St. Paul, National Reporter System.....	Weekly	C
MISSOURI.....	Kansas City, Record.....	Daily	I
	Kansas City, Bar Monthly.....		" <i>KL</i> "
	St. Louis, Record.....	Daily	" <i>KL</i> "
	St. Louis, Central Law Journal.....	Weekly	I
	St. Louis, American Law Review.....	Bi-mly	" <i>KL</i> "
	St. Louis, Commercial Lawyer.....	Quarterly	G
NEBRASKA.....	Lincoln, Nebraska Legal News.....	Weekly	" <i>KL</i> "
	Omaha, Mercury.....	Weekly	" <i>KL</i> "
NEW JERSEY.....	Plainfield, New Jersey Law Journal.....	Monthly	" <i>KL</i> "
NEW YORK.....	Albany, Law Journal.....	Monthly	I
	New York—Manhattan and Bronx,		
	Law Journal.....	Daily	" <i>KL</i> "
	State Sentinel.....	Weekly	" <i>KL</i> "
	American Lawyer.....	Monthly	I
	Insurance Law Journal.....	Monthly	" <i>KL</i> "
	Mercantile Adjuster.....	Monthly	G
	Brief of Phi Delta Phi.....	Quarterly	2,500
	Credit and Legal News.....	Quarterly	I
	Medico-Legal Journal.....	Quarterly	I
	Northport, Law Notes.....	Monthly	25,000
	Rochester, Lawyers' Reports, Annotated.....	Semi-mly	P
	Rochester, Case and Comment.....	Monthly	30,000
	Rochester, New York Annotated Cases.....	Monthly	I
NORTH CAROLINA.....	Tarboro, North Carolina Law Journal.....	Monthly	" <i>KL</i> "
OHIO.....	Cincinnati, Court Index.....	Daily	" <i>KL</i> "
	Cleveland, Western Reserve Law Journal.....	Monthly	" <i>KL</i> "
	Columbus, Reporter.....	Daily	1,743
	Norwalk, Ohio Law Bulletin.....	Weekly	" <i>KL</i> "
	Toledo, Legal News.....	Daily	" <i>KL</i> "
PENNSYLVANIA.....	Easton, Northampton Co. Reporter.....	Weekly	" <i>KL</i> "
	Lancaster, Law Review.....	Weekly	" <i>KL</i> "

LAW—Continued.

PENNSYLVANIA.....	Norris'own, Montgomery Co. Law Reporter.....	Weekly	"JEL."
	Philadelphia, Legal Intelligencer.....	Weekly	"JEL."
	Philadelphia, American Law Register.....	Monthly	"JEL."
	Pittsburg, Legal Journal.....	Weekly	"JEL."
	Strasburg, Justice of the Peace.....	Monthly	"JEL."
	Wilkesbarre, Luzerne Legal Register.....	Weekly	"JEL."
TENNESSEE.....	Huntington, Legal Gazette.....	Bi-m'ly	"JEL."
VIRGINIA.....	Lynchburg, Virginia Law Register.....	Monthly	"JEL."
WASHINGTON.....	Seattle, Bulletin.....	Daily	"JEL."
WEST VIRGINIA.....	Morgantown, Bar.....	Monthly	"JEL."
ONTARIO, CAN.....	Toronto, Canada Law Journal.....	Semi-m'ly	"JEL."
	Toronto, Canadian Law Times.....	Monthly	"JEL."
QUEBEC, CAN.....	Montreal, La Revue de Jurisprudence.....	Monthly	"JEL."
	Montreal, La Revue Legale.....	Monthly	"JEL."

MEDICINE AND SURGERY.

ALABAMA.....	Birmingham, Ala. Medical and Surgical Age.....	Monthly	"JEL."
	Mobile, Medical and Surgical Journal.....	Monthly	"JEL."
ARKANSAS.....	Dermott, Southern Medical Express.....	Semi m'ly	"JEL."
	Dermott, Medical Hall Bulletin.....	Monthly	"JEL."
	Hot Springs, Medical Journal.....	Monthly	1,000
CALIFORNIA.....	Los Angeles, Southern California Practitioner.....	Monthly	"JEL."
	Sacramento, Pacific Record of Medicine.....	Monthly	"JEL."
	San Francisco, California Medical Journal.....	Monthly	2,866
	San Francisco, Pacific Coast J'l of Homoeopathy.....	Monthly	"JEL."
	San Francisco, Pacific Medical Journal.....	Monthly	I
COLORADO.....	Denver, Colorado Medical Journal.....	Monthly	"JEL."
	Denver, Critique.....	Monthly	"JEL."
	Denver, Medical Times.....	Monthly	"JEL."
CONNECTICUT.....	Danbury, New England Medical Monthly.....	Monthly	I
	Danbury, Bulletin of the Pasteur Institute.....	Quarterly	F
	Hartford, Quarterly Journal of Inebriety.....		"JEL."
	New Haven, Yale Medical Journal.....	Monthly	"JEL."
GEORGIA.....	Atlanta, Georgia Eclectic Medical Journal.....	Monthly	"JEL."
	Atlanta, Journal-Record of Medicine.....	Monthly	1,525
	Savannah, Georgia Journal of Med. and Surgery.....	Monthly	G
ILLINOIS.....	Chicago, Journal of the Am. Medical Association.....	Weekly	25,321
	Chicago, Alkaloidal Clinic.....	Monthly	G
	Chicago, Clinic.....	Monthly	2,925
	Chicago, Clinique.....	Monthly	1,205
	Chicago, Hahnemannian Advocate.....	Monthly	H
	Chicago, Journal of Homoeopathics.....	Monthly	"JEL."
	Chicago, Journal of Scientific Medicine.....	Monthly	"JEL."
	Chicago, Medical Advance.....	Monthly	I
	Chicago, Medical Era.....	Monthly	I
	Chicago, Medical Recorder.....	Monthly	4,241
	Chicago, Medical Standard.....	Monthly	9,542
	Chicago, Medical Times.....	Monthly	I
	Chicago, Medical Visitor.....	Monthly	G
	Chicago, Ophthalmic Record.....	Monthly	"JEL."
	Chicago, Ophthalmologist.....	Monthly	"JEL."
	Chicago, Plexus.....	Monthly	"JEL."
	Chicago, Railway Surgeon.....	Monthly	I
	Chicago, Suggestion.....	Monthly	H
	Chicago, Western Clinical Recorder.....	Bi-monthly	I
	Metropolis, Southern Illinois Journal of Medicine and Surgery.....	Monthly	"JEL."
INDIANA.....	Fort Wayne, Medical Journal Magazine.....	Monthly	I
	Indianapolis, Indiana Medical Journal.....	Monthly	"JEL."
	Indianapolis, Medical and Surgical Monitor.....	Monthly	2,000
	New Albany, Medical Herald.....	Monthly	5,000
	Terre Haute, Vaccination.....	Monthly	1,656
IOWA.....	Des Moines, Iowa Medical Journal.....	Monthly	I
KANSAS.....	Fort Scott, Western Medical Journal.....	Monthly	"JEL."
	Topeka, Journal of Kansas Medical Society.....	Monthly	"JEL."
	Wichita, Medical Journal.....	Monthly	716
KENTUCKY.....	Louisville, American Practitioner and News.....	Semi-m'ly	"JEL."
	Louisville, Journal of Medicine and Surgery.....	Monthly	I
	Louisville, Medical Progress.....	Monthly	5,000

PRINTERS' INK.

MEDICINE AND SURGERY—Continued.

LOUISIANA.....	New Orleans, Medical and Surgical Journal.....	Monthly	"I.E.L."
	New Orleans, Tulane Phagocyte.....	Monthly	"I.E.L."
MAINE.....	Portland, Journal of Medicine and Science.....	Monthly	H
MARYLAND.....	Baltimore, American Medical Monthly.....		"I.E.L."
	Baltimore, Bulletin of Johns Hopkins Hospital.....	Monthly	
	Baltimore, Maryland Medical Journal.....	Monthly	"I.E.L."
	Baltimore, Journal of Experimental Medicine.....	Bi-m'ly	"I.E.L."
	Baltimore, J'l of Eye, Ear and Throat Diseases.....	Bi-m'ly	"I.E.L."
	Baltimore, American Journal of Insanity.....	Quarterly	"I.E.L."
	Frederick, Medicus.....	Monthly	II
MASSACHUSETTS.....	Boston, Medical and Surgical Journal.....	Weekly	"I.E.L."
	Boston, Annals of Gynaecology and Pediatry.....	Monthly	I
	Boston, Massachusetts Medical Journal.....	Monthly	F
	Boston, New England Medical Gazette.....	Monthly	"I.E.L."
MICHIGAN.....	Alma, Doctor's Magazine.....	Monthly	H
	Ann Arbor, Physician and Surgeon.....	Monthly	I
	Battlecreek, Modern Medicine.....	Monthly	G
	Battlecreek, Bulletin of the American Medical Tem- perance Association.....	Quarterly	"I.E.L."
	Detroit, Medical Age.....	Semi-m'ly	8,109
	Detroit, Medical Counselor.....	Monthly	I
	Detroit, Medicine.....	Monthly	2,379
	Detroit, Therapeutic Gazette.....	Monthly	C
	Detroit, Harper's Hospital Bulletin.....	Bi-m'ly	"I.E.L."
	Detroit, Leonard's Illustrated Medical Journal.....	Quarterly	11,511
	Grand Rapids, Medical Monthly.....		"I.E.L."
MINNESOTA.....	Minneapolis, Northwestern Lancet.....	Semi-m'ly	"I.E.L."
	Minneapolis, Homeopathic Magazine.....	Monthly	"I.E.L."
	Minneapolis, Liberator.....	Monthly	"I.E.L."
	Minneapolis, Medical Dial.....	Monthly	"I.E.L."
	St. Paul, Medical Journal.....	Monthly	2,500
MISSISSIPPI.....	Vicksburg, Mississippi Medical Record.....	Monthly	"I.E.L."
MISSOURI.....	Kansas City, Lancet.....	Monthly	"I.E.L."
	Kansas City, Medical Arena.....	Monthly	"I.E.L."
	Kansas City, Medical Index-Lancet.....	Monthly	I
	Kansas City, Medical Record.....	Monthly	"I.E.L."
	St. Joseph, Medical Herald.....	Monthly	7,475
	St. Louis, Medical Review.....	Weekly	G
	St. Louis, Medical Fortnightly.....	Bi-weekly	G
	St. Louis, American Journal of Ophthalmology.....	Monthly	"I.E.L."
	St. Louis, Am. J'l of Surgery and Gynecology.....	Monthly	H
	St. Louis, American Medical Journal.....	Monthly	"I.E.L."
	St. Louis, Clinical Reporter.....	Monthly	3,500
	St. Louis, Clinique.....	Monthly	"I.E.L."
	St. Louis, Courier of Medicine.....	Monthly	3,734
	St. Louis, Interstate Medical Journal.....	Monthly	14,583
	St. Louis, Laryngoscope.....	Monthly	I
	St. Louis, Medical and Surgical Journal.....	Monthly	H
	St. Louis, Medical Brief.....	Monthly	33,033
	St. Louis, Medical Era.....	Monthly	10,416
	St. Louis, Medical Gazette.....	Monthly	I
	St. Louis, Medical Mirror.....	Monthly	F
	St. Louis, North American Journal of Diagnosis and Practice.....	Monthly	I
	St. Louis, Regular Medical Visitor.....	Monthly	"I.E.L."
	St. Louis, American Journal of Dermatology, etc.....	Bi-monthly	15,333
	St. Louis, Alienist and Neurologist.....	Quarterly	3,162
	St. Louis, Annals of Ophthalmology.....	Quarterly	"I.E.L."
	St. Louis, Annals of Otology.....	Quarterly	"I.E.L."
NEBRASKA.....	Lincoln, Western Medical Review.....	Monthly	1,460
	Omaha, Creighton Medical College Bulletin.....	Monthly	"I.E.L."
NEW YORK.....	Albany, Medical Annals.....	Monthly	"I.E.L."
	Buffalo, Medical Journal.....	Monthly	I
	New York—Manhattan and Bronx,		
	Medical Journal.....	Weekly	F
	Medical News.....	Weekly	G
	Medical Record.....	Weekly	F
	Pediatrics.....	Semi-m'ly	F
	Advanced Therapeutics.....	Monthly	5,543

MEDICINE AND SURGERY—Continued.

NEW YORK.....	New York—Manhattan and Bronx,		
	American Journal of Obstetrics.....	Monthly	H
	American Medical Journalist.....	Monthly	"I.E.L."
	American Physician.....	Monthly	3,705
	American Therapist.....	Monthly	I
	Archives of Paediatrics.....	Monthly	H
	Der Hausdoktor.....	Monthly	H
	Dosimetric Medical Review.....	Monthly	I
	Gaillard's Medical Journal.....	Monthly	I
	International Journal of Surgery.....	Monthly	C
	International Medical Magazine.....	Monthly	I
	Journal of Cutaneous and Genito-Urinary Diseases.....	Monthly	I
	Journal of Nervous and Mental Disease.....	Monthly	2,900
	Journal of Surgical Technology.....	Monthly	"I.E.L."
	Medical Century.....	Monthly	"I.E.L."
	Medical Critic.....	Monthly	"I.E.L."
	Medical Examiner.....	Monthly	G
	Medical Review of Reviews.....	Monthly	11,142
	Medical Times.....	Monthly	5,704
	Medicinische Monatsschrift.....	Monthly	"I.E.L."
	Merck's Archives.....	Monthly	"I.E.L."
	Modern Medical Science.....	Monthly	D
	Obstetrics.....	Monthly	"I.E.L."
	Post Graduate.....	Monthly	"I.E.L."
	Public Health Journal.....	Monthly	
	Trained Nurse.....	Monthly	1
	Archives of Ophthalmology.....	Bi-m'ly	"I.E.L."
	Archives of Otology.....	Bi-m'ly	"I.E.L."
	Journal of Experimental Medicine.....	Bi-m'ly	"I.E.L."
	Journal of Obstetrics, Gynaecology & Paedology.....	Bi-monthly	1,925
	Journal of Ophthalmology, etc.....	Bi-m'ly	"I.E.L."
	Journal of Haematology.....	Quarterly	"I.E.L."
	Medico-Legal Journal.....	Quarterly	I
	Notes on New Remedies.....	Quarterly	7,000
	New York—Brooklyn,		
	Medical Journal.....	Monthly	H
NORTH CAROLINA.....	Charlotte, Carolina Medical Journal.....	Monthly	I
	Charlotte, Charlotte Medical Journal.....	Monthly	H
	Charlotte, Country Doctor.....	Monthly	"I.E.L."
	Lagrange, Southern Medical Journal.....	Monthly	G
OHIO.....	Cincinnati, Lancet-Clinic.....	Weekly	I
	Cincinnati, Eclectic Medical Gleaner.....	Monthly	3,958
	Cincinnati, Eclectic Medical Journal.....	Monthly	3,046
	Cincinnati, International J'l of Pneuma-Therapy.....	Monthly	"I.E.L."
	Cleveland, Medical and Surgical Reporter.....	Monthly	H
	Cleveland, Medical Journal.....	Monthly	H
	Columbus, Columbus Medical Journal.....	Monthly	I
	Columbus, Medical Talk.....	Monthly	I
	Granville, Journal of Comparative Neurology.....	Quarterly	"I.E.L."
	Lima, Electro-Therapeutist.....	Monthly	I
	Salem, Sanative Medicine.....	Monthly	"I.E.L."
	Toledo, American Medical Compend.....	Monthly	10,000
	Toledo, Medical and Surgical Reporter.....	Monthly	1,917
	Toledo, Woman's Medical Journal.....	Mon hly	H
OKLAHOMA.....	Oklahoma, Oklahoma Medical News-Journal.....	Monthly	2,000
OREGON.....	Portland, Medical Sentinel.....	Monthly	H
PENNSYLVANIA.....	Carlisle, Journal of the Association of Military Surgeons of the United States.....	Monthly	2,000
	Easton, Lehigh Valley Medical Magazine.....	Monthly	"I.E.L."
	Lancaster, Homeopathic Envoy.....	Monthly	"I.E.L."
	Lancaster, Homeopathic Recorder.....	Monthly	"I.E.L."
	Philadelphia, American Medicine.....	Weekly	D
	Philadelphia, Medical Journal.....	Weekly	13,500
	Philadelphia, Am.Journal of the Medical Sciences.....	Monthly	H
	Philadelphia, Annals of Surgery.....	Monthly	"I.E.L."
	Philadelphia, Cyclopaedia of Practical Medicine.....	Monthly	E
	Philadelphia, Double Cross and Medical Missionary Record.....	Monthly	"I.E.L."

PRINTERS' INK.

MEDICINE AND SURGERY—Continued.

PENNSYLVANIA.....	Philadelphia, Hahnemannian Monthly.....	" "	1,000
	Philadelphia, Journal of Comparative Medicines.....	Monthly	1,000
	Philadelphia, Medical Bulletin.....	Monthly	G
	Philadelphia, Medical Council.....	Monthly	E
	Philadelphia, Medical Summary.....	Monthly	10,000
	Philadelphia, Medical Times and Register.....	Monthly	F
	Philadelphia, Medical World.....	Monthly	25,000
	Philadelphia, Retrospect of Medicine & Pharmacy.....	Monthly	11
	Philadelphia, University of Pennsylvania Medical Bulletin.....	Monthly	" "
TENNESSEE.....	Pittsburg, Pennsylvania Medical Journal.....	Monthly	4,200
	Memphis, Lancet.....	Monthly	" "
	Memphis, Medical Monthly.....		I
	Nashville, Journal of Medicine and Surgery.....	Monthly	" "
	Nashville, Southern Practitioner.....	Monthly	G
TEXAS.....	Austin, Texas Medical Journal.....	Monthly	I
	Austin, Texas Medical News.....	Monthly	1,200
	Dallas, Texas Clinic.....	Monthly	" "
	Fort Worth, Texas Courier Record of Medicine.....	Monthly	" "
VERMONT.....	Burlington, Vermont Medical Monthly.....		" "
VIRGINIA.....	Richmond, Virginia Medical Semi-monthly.....		H
	Richmond, Journal of Practice.....	Monthly	H
	Richmond, Southern Clinic.....	Monthly	" "
	Richmond, Clinic Bulletin.....	Bi-mly	" "
WISCONSIN.....	Milwaukee, Medical Journal.....	Monthly	H
	Milwaukee, Medical Magazine.....	Monthly	" "
	Milwaukee, Retort.....	Monthly	" "
NOVA SCOTIA, CAN.....	Halifax, Maritime Medical News.....	Monthly	" "
ONTARIO, CAN.....	Toronto, Canada Lancet.....	Monthly	I
	Toronto, Canadian Journal of Medicine & Surgery.....	Monthly	5,027
	Toronto, Canadian Practitioner.....	Monthly	I
	Toronto, Dominion Medical Monthly.....		" "
QUEBEC, CAN.....	Montreal, La Revue Medicale du Canada.....	Weekly	I
	Montreal, Canada Medical Record.....	Monthly	" "
	Montreal, L'Union Medicale du Canada.....	Monthly	I
	Montreal, Medical Journal.....	Monthly	" "

DENTISTRY.

CALIFORNIA.....	San Francisco, Pacific Dental Gazette.....	Monthly	" "
GEORGIA.....	Augusta, Dental Hints.....	Monthly	" "
	La Grange, Dental World.....	Monthly	" "
ILLINOIS.....	Chicago, American Dental Journal.....	Monthly	
	Chicago, Dental Digest.....	Monthly	6,583
	Chicago, Dental Review.....	Monthly	2,741
MICHIGAN.....	Ann Arbor, Dental Journal.....	Bi-mly	" "
MISSOURI.....	Kansas City, Western Dental Journal.....	Monthly	" "
	St. Louis, Dental Era.....	Monthly	" "
NEW YORK.....	New York—Manhattan and Bronx, Items of Interest.....	Monthly	11,958
OHIO.....	Cincinnati, Dental Register.....	Monthly	" "
	Toledo, Dental Summary.....	Monthly	" "
PENNSYLVANIA.....	Philadelphia, Dental Brief.....	Monthly	5,500
	Philadelphia, Dental Cosmos.....	Monthly	G
	Philadelphia, International Dental Journal.....	Monthly	" "
TENNESSEE.....	Nashville, Dental Headlight.....	Quarterly	" "
TEXAS.....	Dallas, Texas Dental Journal.....	Monthly	" "
	Houston, Dental Clippings.....	Monthly	" "
WISCONSIN.....	Madison, Information.....	Monthly	5,000
	Milwaukee, Retort.....	Monthly	" "
ONTARIO, CAN.....	Toronto, Dominion Dental Journal.....	Monthly	" "

OSTEOPATHY.

CALIFORNIA.....	Los Angeles, Osteopath.....	Quarterly	" "
ILLINOIS.....	Chicago, Journal of the Science of Osteopathy.....	Bi-mly	I
IOWA.....	Des Moines, Cosmopolitan Osteopath.....	Monthly	9,066
KENTUCKY.....	Franklin, Southern Journal of Osteopathy.....	Monthly	G
MASSACHUSETTS.....	Boston, Osteopath.....	Monthly	H
NORTH DAKOTA.....	Fargo, Osteopath.....	Monthly	" "
PENNSYLVANIA.....	Philadelphia, Journal of Osteopathy.....	Monthly	" "
TENNESSEE.....	Chattanooga, Journal of the American Osteopathic Association.....	Monthly	" "

HOSPITALS AND NURSING.

MICHIGAN.....	Detroit, National Hospital Record.....	Monthly	"JKL"
	Detroit, Harper Hospital Bulletin.....	Bi-m'ly	"JKL"
NEW YORK.....	New York—Manhattan and Bronx, Nursery.....	Monthly	"JKL"
	Trained Nurse.....	Monthly	I
	Rochester, Hospital Review.....	Monthly	"JKL"
PENNSYLVANIA.....	Philadelphia, American Journal of Nursing.....	Monthly	"JKL"

VETERINARY.

MICHIGAN.....	Grand Rapids, International Veterinary Review...	Monthly	1,012
NEW YORK.....	New York—Manhattan and Bronx, American Veterinary Review.....	Monthly	"JKL"
PENNSYLVANIA.....	Philadelphia, Journal of Comparative Medicine and Veterinary Archives.....	Monthly	1,000

SANITATION AND HYGIENE.

ARKANSAS.....	Little Rock, Science of Health.....	Monthly	"JKL"
CALIFORNIA.....	San Francisco, Human Nature.....	Monthly	H
	San Francisco, Pacific Health Journal.....	Monthly	I
CONNECTICUT.....	New Haven, Mothers' Journal.....	Monthly	"JKL"
ILLINOIS.....	Chicago, People's Health Journal.....	Monthly	I
	Chicago, Sokol.....	Monthly	"JKL"
INDIANA.....	Kokomo, Journal of Hygieo-Therapy.....	Monthly	"JKL"
KANSAS.....	Topeka, Sunflower Undertaker.....	Monthly	"JKL"
MASSACHUSETTS.....	Athol, Healthy Home } Healthy Home }.....	Monthly Quarterly	15,127 4,534
	Baldwinville, Home and Health.....	Monthly	"JKL"
MICHIGAN.....	Battlecreek, Good Health.....	Monthly	E
NEW YORK.....	New York—Manhattan and Bronx, Babyhood.....	Monthly	H
	Der Naturopath und Gesundheits-Rathgeber...	Monthly	8,588
	Health-Culture.....	Monthly	12,666
	Home Comfort.....	Monthly	F
	Modern Medical Science and the Sanitary Era...	Monthly	D
	Naturopath and Herald of Health.....	Monthly	14,666
	Nursery.....	Monthly	"JKL"
	Physical Culture.....	Monthly	B
	Public Health Journal.....	Monthly	F
	Vim.....	Monthly	"JKL"
	Woman's Physical Development.....	Monthly	I
	New York—Brooklyn, Sanitarian.....	Monthly	"JKL"
	Syracuse, Good Health Clinic.....	Monthly	8,116
NORTH DAKOTA.....	Agricultural College, North Dakota Farmer.....	Monthly	1,175
OHIO.....	Salem, Sanative Medicine.....	Monthly	"JKL"
PENNSYLVANIA.....	Philadelphia, Annals of Hygiene.....	Monthly	"JKL"
TEXAS.....	Austin, Texas Medical News.....	Monthly	1,220
WISCONSIN.....	Milwaukee, Mind and Body.....	Monthly	I

VEGETARIANISM.

ILLINOIS.....	Chicago, Vegetarian Magazine.....	Monthly	I
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At the right of the name of each paper is set down the circulation rating accorded by the Directory. Where the rating is expressed in Arabic figures it is based upon a statement signed by the publisher or some one duly authorized to represent him. Where expressed by letter it indicates that no satisfactory statement of the actual issues was obtained by the Directory editor upon which a rating in plain figures could be based. The circulation figures and ratings do not represent the actual issue of the paper to-day, or this month, but the average for a full year that had wholly passed before the Directory went to press. The meanings of the letter ratings are explained below.

Exceeding twenty thousand,	- - -	- - -	C
Exceeding seventeen thousand five hundred,	- - -	- - -	D
Exceeding seven thousand five hundred,	- - -	- - -	F
Exceeding four thousand,	- - -	- - -	G
Exceeding twenty-two hundred and fifty,	- - -	- - -	H
Exceeding one thousand,	- - -	- - -	I
Less than one thousand,	- - -	- - -	JKL

COMMERCIAL ART CRITICISM

BY GEORGE ETHERIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE:
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHERIDGE.

In designing an advertisement there are a good many things to remember, but at least two which absolutely must not be forgotten; one is, that an advertisement should embody contrast in itself, and the other is, that it should also present the strongest possible contrast to the advertising which surrounds it.

Frequently it occurs to some wise people to rise and remark that if

No. 2, and in an advertisement of this kind it is very important to make the article advertised show as distinctly and prominently as possible.

In advertising collars a great many things have been tried, but nothing has yet been more satisfactory than a plain black and white effect showing the shape and outlines of the collar as strongly as possible. Showing the different



No. 1



No. 2

all advertisers adopted strong and simple effects, all advertisements would bear a family resemblance, and nobody would be any better off than anybody else—so far as display is concerned. This sounds very well, but as, at the present rate of progress, this condition will not prevail for at least three or four hundred years, the present generation need not worry. It will be perfectly safe to go ahead and make our advertisements as strong and bold as possible and not feel troubled about the other fellows doing the same thing.

The Cluett, Peabody Company ad, here reproduced and designated as No. 1, is a nice, clean and well-balanced ad in its way, but it lacks both the essential features noted above—it has no strong contrast within itself, nor is it likely to be placed among surroundings which will be dissimilar enough to afford an outside contrast. Both the collar and the boy can be made much stronger and plainer, as in

trade marks of brands advertised is an excellent idea, but these trade marks would stand out much more prominently if they were displayed in the mortised space shown in advertisement No. 2 than they do in the original ad.

THE merchant who doesn't advertise reminds one of the hen that only laid one egg a week—only feels called upon to pay expenses.—*White's Sayings*.

PASSING OF A FIGURE IN THE ADVERTISING WORLD.

Some interesting facts are brought to light by the death, not long ago in Chicago, of the famous Aunt Jemima, an aged negress. Aunt Jemima, whose real name was Moody, was sent by the United States to the Paris Exposition to demonstrate the use of cornmeal in cooking. From a small beginning, more experienced than assured, Aunt Jemima's wares soon became so popular that her kitchen was crowded with housewives, from peasant to royalty, who came to take lessons. After the exposition was over, "Aunt Jemima" was feted by royalty, on her return United States Commissioner of Agriculture paying her the compliment of a public reception at which she was presented with a gold medal.—*Pacific Printer*.

IN THE HABERDASHERY TRADE.

"The chief problem of the haberdashery manufacturer to-day is to sell his goods," said Mr. Chas. M. Connolly, editor of the *Haberdasher*, in reply to a question put by a PRINTERS' INK reporter. "It is the same old problem, of course. The part that trade journal plays in its solution is that of paving the way for the traveling salesman, helping him gain access to buyers. As an auxiliary, space in trade journals is worth many thousands of dollars annually to the manufacturer who will fill it with live advertising. But, while there is no lack of disposition to use space in publications like the *Haberdasher*, the manufacturers who use it intelligently are very few indeed. The March issue of our publication contains 116 pages of advertising, of which nearly ninety per cent was prepared in this office, chiefly under restrictions that make it impossible to set the advertiser's proposition before the retailer in a way that will bring results. The first query of the retailer when a salesman calls is, 'Well, what have you got this trip? Show me your stuff.' When the sample cases are open he doesn't waste much time in talk. This is precisely what the retailer asks of advertising in trade journals—wants it to show goods, quote prices and give information upon which he can buy if necessary. But the manufacturer of shirts, collars, cravats, hosiery, gloves, hats, underwear and all the sundries of men's dress, buys a page in trade journals and then says, 'You mustn't mention styles or prices or future plans, for if you do our competitors will steal our ideas; wouldn't we be fools to give away our business?' Yet in my own experience the house that shows most breadth and willingness to make news of its novelties is most successful. To hide a novelty is not a good way of protecting it, and assuredly it is not the way to sell it. The average manufacturer uses space simply for representation. He wants his name printed, with a fancy, meaningless illustration, and nothing more. There is

plenty of material in this field for live advertising. Haberdashery changes with the seasons, and has perhaps the largest news element next to dry goods. I have never seen an ideal haberdashery ad, but I have seen most attractive lines of development for the manufacturer who will throw away old methods and go into trade journal advertising with broad ideas and enthusiasm. Collars are ordinarily dry subjects as handled in such publicity to-day, but when you investigate the details of making—cutting, stitching, interlining and so forth—there is plenty of material for interesting publicity, and every bit of it enforces the idea of quality in your goods. No line in haberdashery but has material of this description. It is comparatively easy to get such material, but very difficult to find writers who can handle it entertainingly without losing the advertising value. Newspaper writers can turn out an exceedingly interesting story about cravat-making or other processes, but such stuff has no advertising value—no arguments or reasons for buying. These are always the basis of effective publicity, of course. It is the case of the retailer and traveling salesman again. If the drummer opened up with a flowery peroration, the buyer would quickly cut him short. 'Show me your goods!' Given a good commodity, live trade journal advertising will sell it. Some years ago there was a small cravat firm in New York, doing business in a small loft along small lines. But they made most exquisite goods. The chief drawback in development seemed to be lack of capital and too small a basis of operation. They had never used advertising of any sort, but had a few regular buyers and made a very modest annual turnover in goods of the highest quality. The goods, in fact, were so fine that we continually heard them mentioned by visiting retailers. One day we paid them a visit. An examination of their product bore out everything that has been said about it. They were turning out novelties that would have appealed instantly to establishments of the highest class. One novelty in particular was

a line of cravating silks that the head of the firm had bought in Paris. The designs were figures copied from old tapestries, chairs, gowns and other art objects in the Louvre, dating back into the days of the old French regime. The artist who copied these designs had written under each a brief history of the object from which it was taken. An exquisite little figure taken from a rare Japanese *obi*—the sash that Japanese women wear—bore the figure of a little Jap woman, and so forth. When we proposed to the firm that they advertise these goods they laughed. 'What do we want to advertise for?' To let buyers know about your goods and yourselves,' was our reply. 'Oh, pshaw—every buyer in the country knows us.' 'But they don't know you,' we insisted. 'Why, we've been in business twenty-five years!' 'Don't care if you've been in business twenty-five centuries, there are buyers within a mile of your office who have never heard of you.' Repeated solicitation produced no result, however. The firm was not only opposed to advertising on principle, but was working on so small a margin of capital that it could not afford the space. We were so sure of the proposition and the chances of success with so fine a line of goods that we finally offered to do a certain amount of advertising free of charge, the space to be paid for by the firm if it brought business. Our faith was so firm that we counted on selling the entire line with one or two page ads in the *Haberdasher*. Consent was finally obtained to this proposal. Then we investigated the firm's stock of this novelty silk and found that it was very small—just about enough to supply their regular customers. We insisted that orders be placed in Paris for five times as much silk, and there was another halt. One of the partners had been brought around to our way of thinking, however, and the other was won over by our promise that if the advertising failed to sell the goods we would take them off the firm's hands. Talk about ways of converting advertisers! To make a long story short, we printed the artist's little histories on slips of paper and attached them to the goods. Each cravat bore the history of its design. These histories also formed the basis of the advertising in the *Haberdasher*. Almost the first ad sold evry yard of the importation, before any of the silk had reached New York, while there were single retail firms attracted by the advertising who would have bought ten times as much had the firm been able to supply it. As between the goods and the advertising I am inclined to give the former the greatest share of credit, but the story illustrates the value of a little enterprise in telling people when you have a good thing. To-day that firm can be called the largest in the United States in its line—thoroughly high-grade cravatings. They have advertised continuously ever since. The little histories furnished an advertising interest that not only attracted retailers, but helped them in selling to consumers. The manufacturer loses sight of the close relations between the retailer and his customers, especially in small towns. In a town of 5,000 or 10,000 population, for instance, the clerk in a haberdashery shop knows everybody. If you can get him to tell his friends—just his own circle of acquaintances—that your shirt is the best made, or that your hosiery has good wearing qualities, you have done a fine piece of advertising. Such a clerk will say to a friend, 'See here, Charley, the new line of cravats from New York.' He spreads them out on the counter and shows the little slips with the histories. It doesn't take long for such news to travel, and the manufacturer who fails to furnish interesting facts about his goods is missing one of the chief factors in selling. Next to placing his goods before the retailer in adequate fashion, the best advertising for the manufacturer is to provide arguments that will help the retailer sell them. This is indirect advertising of the most priceless kind. The retailer does business on a few thousand dollars, and can't spend too much for publicity, especially in large cities. The manufacturer must help him with show cards,

cuts, window attractions and other aids. Any thing that will help the retailer dispose of his stock is good advertising for the manufacturer. Trade journal advertising is news in this trade, and the more freely advertisers feature and describe their novelties the more aid they give their salesmen. Tell qualities, prices, terms. Print pictures of goods, not of pretty women. A peculiar trait in retail buyers is the aversion to letting manufacturers know that they depend upon trade journals for news of novelties. The average retailer likes to make salesmen believe that he is posted right up to the minute on goods, and that there is nothing new in the trade that he has not known about for the past year. In writing to manufacturers he will seldom admit that he learned of a certain novelty through an ad in the *Haberdasher*, but will try to give the impression that he has known about it ever since he began business. You can readily see how this hurts the trade journals, for they bring results that the manufacturer cannot trace. We have tried to combat this senti-

ment, but without success. Some retailers, on the other hand, are only too glad to mention the paper, and write letters of thanks for the hints they get in our advertising and news pages. But they are the exception. Good goods is the basis of trade journal advertising in this field. Vigorous publicity will sell shoddy for a time, but the manufacturer who attempts to cover up a weak proposition with advertising soon comes to grief. There are different methods of talking to different sections of the trade, too. When you speak to retailers like Samuel Budd or Kaskel & Kaskel—those who handle exclusive goods—you must speak their language, while with the twenty-five cent cravat trade you must 'talk to the boys.' But it all resolves itself into the proposition of putting your products and news before buyers, and there are many ways of doing this."

THE fellow who constantly cries "advertising doesn't pay" generally looks it.—*White's Sayings*.

THE extravagant advertiser is like the proverbial crowing hen—sure to come to some bad end.—*White's Sayings*.

Outside Man Wanted.

We have a well equipped Advertising Agency, the oldest and best known in existence to-day. As it has not been our practice to employ canvassers, advertisers, who wished our services, have been obliged to seek us out and send in their orders. This is not the modern way, and, as a consequence, we are not in as close touch with our customers as we ought to be. We need competent, efficient outside men to represent us. To such a man, who controls or can bring business, we will give fifty per cent of the commission allowed by the newspaper publisher. We are also willing to dispose of the Advertising Agency department of our business to one or two young men who can prove themselves competent to sustain the credit of the house and who have an ambition to become successors to the Geo. P. Rowell Advertising Agency, No. 10 Spruce Street, New York.

IN CIRCULATION LEADS IN ADVERTISING

There must be a good reason for THE MILWAUKEE JOURNAL leading everything in its field in both circulation and advertising. There is. THE JOURNAL gives more paid circulation at less cost than an advertiser can obtain if he employs both of the other evening papers in Milwaukee. Cause and effect. Never known to fail.

S. B. SMITH
30 Tribune Bldg., New York.

C. D. BERTOLET
705-707 Boyce Bldg., Chicago, Ill.

ON THE BASIS OF QUALITY.

This much can be said in behalf of advertising which seeks to win the trade of those who will pay reasonable prices for the better grades of goods, as against advertising based upon cheap goods and low prices. When a customer has once been educated to quality he will seldom return to the masses who seek shoddy and sham goods at split-penny prices. Teach a man to wear good clothes, to drink pure liquors and wines, to register at a high-class hotel; teach a woman to buy solid furniture, to demand the best grades of food and to patronize a dressmaker who is an artist; teach them both to spend money with a reasonably open hand for necessities or pleasures, and their spending capacity has been permanently increased. Rather than revert to the bargain-hunters, they will increase their earning capacity, and the store that appeals merely to the desire to save pennies will seldom win them away from the store that makes worth the first consideration and pennies the last. It must be admitted, of course, that hundreds of retail advertisers are located in communities where quality arguments would be out of the question—ruinous in fact. Yet there are many depending wholly upon price arguments in communities that would respond quickly to a campaign of education in the buying of quality commodities. The great force behind the advertiser who preaches quality is the capacity of every sort of good merchandise to win its way after introduction. There are thousands of men who do not know the difference between a fifteen-dollar and a thirty-dollar suit of clothes, or between a three-dollar hat and a five-dollar Stetson. There are as many women who have never had a practical demonstration of the difference between good foods and cheap. A trial convinces, while a month of the quality food or a suit of the quality clothing shows the superiority, utility and real saving of the good over the cheap. Quality advertising is sometimes a slow trade-builder, but it builds exceedingly strong. The retailer adver-

tising on a quality basis has several lines of argument. He can show, by plain reasoning, that quality goods are better than bargain commodities, and he can also demonstrate the points wherein cheap goods fail, and how costly they are in the long run. He can show readers that notwithstanding the apparent saving of twenty-five or fifty cents or a dollar, it is impossible to get something for nothing in the world of business—that all merchandise is sold by a hard and fast business system that makes it impossible for a merchant to give five dollars for three—that there is evermore a decided hole in a bargain. He can demonstrate that the difference between two grades of any commodity is accurately determined by experts long before they are offered to consumers—that the difference between twenty cent coffee and thirty cent coffee, for example, has been accurately fixed by growers, jobbers and buyers who have studied coffee all their lives, and that the ten cents variation is not only ten hard cents from the seller's standpoint but represents about twenty cents to the consumer in flavor and strength. Arguments of this sort will hardly fill a store with people the day after the ad is printed, but they lay a permanent foundation for lasting trade. Quality has been behind nearly every business house that has built up a solid reputation, and is behind some of the greatest advertising campaigns—if not behind those that make the most noise, at least behind those that will go farthest. Many an advertiser—and more particularly retailer—who is now using publicity on a price-cutting, competitive basis, would find through systematic experiment that his community is far more susceptible to quality arguments, commodities and prices than he has ever suspected.

Give an article a good name and it is sure to be in demand. Advertising is a potent factor in this work.—*Progressive Advertiser.*

To ADVERTISE once is better than to never advertise at all—because one time, if it is done properly, takes the kinks out and paves the way for the second time.—*White's Sayings.*

NEW YORK ADVERTISING AGENCIES.

II.

An aggressive concern is the Ben B. Hampton Co., 7 West Twenty-second street. Barely two years old, this agency is composed of men, who were formerly active in the affairs of Charles Austin Bates. Some very desirable accounts have been secured since it was organized, and the agency is foremost among those that create new business through active solicitation. In the heat of competition the average advertising agent is likely to make more enemies than friends, but the Hampton forces have a knack at prospering with a minimum of friction, and it is one of the most promising establishments in the city so far as the future is concerned.

Calkins & Holden, 1135 Broadway, are another offshoot of the Bates establishment. Placing very little business, they devote their time to the production of copy that is really new and bright, executing large commissions for "Presto" and "Force" among other things. Arrangements were lately made with several English advertisers whereby copy is to be prepared for use in Great Britain—a field in which the firm has done considerable pioneer work.

Speaking of the Bates Agency, recalls the fact that the land was once full of the name and fame of Charles Austin Bates. Five years ago the casual observer of advertising affairs living outside of New York would have concluded that Mr. Bates was Mayor of the city and carried on his advertising business in the City Hall. Money difficulties, a suit in involuntary bankruptcy, the loss of some of his able lieutenants and other causes led to a reorganization of the concern some time ago, and it now does business as the Bates Advertising Co., at William and Spruce streets.

Among the agencies with a reputation for fair dealing and modern methods is George Batten & Company, 38 Park Row. Mr. Batten organized the company in

1891, first handling Macbeth lamp chimney advertising, and now places Ostermoor mattress, Knox's gelatine, Chickering pianos, Duer-Hampden watches and other business. *Batten's Wedge*, a monthly periodical, is universally known, and the Batten Agency is one of the few concerns that are not hated for growing and being prosperous.

A little-known agency which is said to handle considerable business, and which is conducted in a fair, straightforward way, is that of A. L. Elliott, 62 West Broadway. Wm. A. Moll, 41 Park Row, places "Hunyadi Janos" and other prominent accounts. Frank Seaman, 874 Broadway, handles considerable railroad advertising. Cornelius Ironmonger, 116 Nassau street, was denied recognition by agents' and publishers' associations for some months, on the ground that he placed advertising on salary, but has been accorded the commission, and now has a thriving agency. E. P. Remington, successor to Remington Bros., 346 Broadway, places a good deal of miscellaneous business. Other agencies of note in the advertising world of New York are Albert Frank & Co. (financial and steamship advertising), 71 Broadway; E. T. Howard (financial), Tribune Building; Jas. Cochrane ("Plasmon"); W. W. Sharpe & Co. (Lea & Perrin's, etc.), Bennett Building; G. H. Haulenbeck, Sixteenth street; Hicks Advertising Agency, 132 Nassau street; W. H. H. Hull & Co., Tribune Building; Woodbury Limited (late Cheltenham Advertising Service), 150 Fifth avenue; Kauffmann Advertising Agency, 377 Broadway.

A distinct influence in New York are the branch agencies of firms whose chief establishment is in other cities. The Frank B. Stevens Co. and Pettingill & Co., both of Boston, maintain New York offices that handle large quantities of business. Chicago is represented by Lord & Thomas, Mahin Advertising Co. (chiefly magazines), Chas. H. Fuller (handles much mail order advertising), and the Banning Adver-

tising Co. (Shredded Wheat Biscuit and food products). N. W. Ayer & Son of Philadelphia, have lately opened a New York branch.

Woman has had a share in preparing copy and directing advertising for many sorts of business. She also figures as a general agent to a certain extent. What is said to be the first general agency established by a woman was founded in the eighties by Mrs. Mathilde C. Weil, with Miss Meta Volkmann and Miss Mary Compton, as partners. The chief stay of this concern was several good-sized proprietary appropriations. After three years of successful business the Misses Volkmann and Compton withdrew, starting agencies of their own. Miss Volkmann recently married, and her business at 41 Park Row has passed under the management of a mere man. Miss Compton has also left the advertising field. Mrs. Weil's business is still conducted by her at 41 Park Row, however, and is thriving. Its proprietor is not only experienced in advertising, but is a writer and translator, versed in English, German, French and Spanish. The only other agency in New York managed by a woman is that of Madam Jule DeRyther, 9 Spruce street. Madam DeRyther is well known among newspaper men, and holds a place on the staff of the *New York Press*. Her agency places hotel advertising exclusively, handling business for many of the large hosteries in the city, as well as Newport, Saratoga and the fashionable resorts.

The placing of advertising in trade journals has always been direct, in the main. Only within the past three or four years has the manufacturer, with a growing trade press and a larger appropriation, felt the need of an intermediary. General agents have never shown any notable anxiety to make this field a part of their service, it is asserted, and have, as a consequence, little expert knowledge of mediums and methods. It is also said that publishers of trade journals show some disposition to refuse the commission to general agents. This is done with a view

to protecting several trade journal agencies that have lately come into existence, in the belief that they promote advertising in mediums of this class and improve its quality. There are four such agencies at present. The oldest is the Viennot Advertising Agency, 509 Walnut street, Philadelphia. It handles several accounts of long standing, and maintains a New York office in Temple Court, under the management of Joseph H. Williamson. The other three are in New York. The Trade Paper Agency, 150 Nassau street, is managed by Julien G. Buckley. The Manufacturers' Advertising Bureau, 126 Liberty street, is managed by B. R. Western. The Trade Journal Advertising Agency, Park Row Building, is under the direction of E. G. Baltz. An effort was recently made to organize a similar agency in Detroit, Mich., but it was unsuccessful.

The business handled by these concerns differs in some particulars from that of the general agency. Copy is of a technical nature, and costs more to prepare and illustrate. Commissions are somewhat higher than those granted by general mediums, ranging from ten to twenty-five per cent. Circulation is difficult to determine, and is not always considered in placing, as in each special technical field there is a group of papers that reaches the clientele most profitable for an advertiser to cultivate. Trade papers are still going through the processes of evolution, and there are many worthless publications. Their number is decreasing, however, and will continue to decrease with more exact knowledge of this division of publicity. The trade paper agency carries on much the same work as the general agency, preparing copy and illustrations, selecting mediums, making contracts, checking insertions, auditing bills, paying publishers, attending to correspondence and so forth. A monthly bill and report summarize the whole series of transactions so far as the advertiser is concerned. Besides operating in the American field, they also place in foreign trade journals in many

countries. This business is small, however, for while American manufacturers advertise liberally abroad, the greater portion of their business is placed through their own foreign branches. A considerable quantity of business for foreign manufacturers is placed in American trade papers. It comes from all parts of the world, as there are no lines of nationality in manufacturing. These agencies also place a limited amount of general business, being recognized by publishers. It is the general opinion of their managers that the trade paper agency, properly directed, has a bright future, and that it will do much to reform and systematize the great mass of publicity carried by trade journals.

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ILLUSTRATIONS FOR RETAIL ADVERTISING.

From the advertising man's point of view, clearness and attractiveness are the most essential features of an illustration. The cut he wants must be both simple and striking. "Art for art's sake," he doesn't care for; illustrations that really illustrate are the joy of his heart. The retail advertiser—department store, clothing store, dry goods house—or whatever his line, will of course, both use cuts to illustrate his wares in detail, and feature cuts which will go farther afield to attract attention to his advertising. Either, however, must show the goods, or be in some way suggestive of them. In either class of cuts the central thought must stand out at first glance. Even ornamental borders and backgrounds should be simple in treatment, not present to the eye a confusing complexity of design.

In the search for the variety and originality for which the advertisers clamor, the commercial artist is often hard put to it for ideas and sometimes dodges the issue by merely producing something pretty and new, regardless of whether it illustrates what it is intended to or not. Very often his efforts, although all right from an artistic standpoint, will be all wrong from an advertising one. It is always preferable for the advertising man

to explain to the artist as definitely as possible what he wants. Captops critics and conceited artists to the contrary, notwithstanding, the man who writes the ads probably knows what results he wishes, better than the man who draws the illustrations. It is the latter's business while he is in the commercial field to carry out ideas fully as much as to originate them. Of course, the adman would be foolish if he attempted to dictate the precise details of the artist's work. A common fault in drawings prepared hurriedly for newspaper illustrations, is their inconsistency. Handsome drawings are produced which do not show details properly, often indeed, show them incorrectly. "Dreams" of new bonnets are placed on the heads of women wearing last year's coats, fur muffs introduced into illustrations of women's spring suits, etc. Awkward positions are permitted in order to show some special feature of a garment. Frequently too, faces are mere vacuous blotches devoid of expression, beauty, almost of form itself.

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**THE
TORONTO DAILY STAR**

**The Popular Evening Paper
of Toronto.**

**Circulation Nearly 22,000
SWORN.**

Carries More Local advertising than any Toronto paper, morning or evening.

Circulates well among the better classes, but appeals to the great middle classes especially.

It is growing in favor faster than any other Toronto paper. It carries one advertising contract the largest in any paper in the Dominion.

Progressive, up-to-date and never "yellow."

For rates apply to

**The Logan & Cole Special Agency,
Tribune Bldg., New York and Chicago**

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called "A Roll of Honor." It is published weekly in preferred position and contains the names of publications which furnish to the American Newspaper Directory a detailed circulation statement, duly signed and dated, so that advertisers may know by weight and measure what they buy when they place a contract with the paper. Those publishers who are entitled to a place in a "Roll of Honor" are the ones who believe in honest dealing, who believe that cold, hard business shrewdness does not exclude the highest ethics in dealing with their fellow-men: Honesty.

* * *

The "Roll of Honor" has such virtues, and such advantages for those who are entitled to a place in it, that it received from the start an unanimous indorsement from publishers, advertisers and special representatives.

* * *

The "Roll of Honor" is a choice service for those who are entitled to it by reason of its almost nominal expense. Another advantage is the fact that a publisher entitled to a place in it may state for a month or a quarter just past how much his circulation has gained during such a period.

The specific conditions under which this may be done are simple and easy to comply with, viz.:

Any publisher who is entitled to an announcement under the caption "A Roll of Honor" and desires to state therein what his average circulation for a month or quarter just passed has been, may do so, provided he hands in a statement in detail, properly signed and dated, covering the period, and made in accordance with the rules of the American Newspaper Directory. Such addition to appear in *italics*, immediately following the Directory page reference number. Additional space occupied to be paid for at the regular rates, twenty cents per line.

EXAMPLE:

PENNSYLVANIA.

Philadelphia, The Evening Bulletin, D. ex. 8. Average for 1902, sworn, **180,489** (86). *Copies net paid.* Average for first four months of 1903, sworn, **180,561** copies net paid.
"In Philadelphia Nearly Everybody Reads the Bulletin."

York, Dispatch, daily, Dispatch Publishing Co. Average for 1902, **7,501** (89). Average for March, 1903, **6,899**.

This feature of the "Roll of Honor" does particularly appeal to prosperous and progressive publishers because they could not possibly acquaint advertisers with these facts in any other way for the same expenditure of money, nor could they reach, without much clerical labor, such a large and desirable number of advertisers every week in the year. Change of copy is always free of charge.

These are some of the advantages, but there are many others. And to bring such conspicuously to the front, the following prize competition will open on July 29, 1903, to all readers of the Little Schoolmaster:

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the "Roll of Honor" should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the "Roll of Honor" as described in that heading of the first page of the "Roll of Honor" published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the "Roll of Honor" is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked "Roll of Honor Contest," care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Halftone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the "Roll of Honor" there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fall of recognition.

An opportunity is hereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanting are true, strong, virile statements of facts. The principal fact to be emphasized is why a publisher whose paper is entitled to a place in the "Roll of Honor" should enlist in it and what the business and moral advantages are to bring the fact before the advertisers of the country through PRINTERS' INK.

For further information, if desired, address Editor of PRINTERS' INK, 10 Spruce street, New York.

OPINIONS.

The new department, a "Roll of Honor," appeals to me strongly. If utilized generally, as I have no doubt it will be by all publications of "verified circulation," it will be an added incentive to publications of unknown circulation to uncover.—*W. J. Murphy, Pub. Minneapolis Daily, Sunday and Farmers' Tribune, Minneapolis.*

"At the outset I recognized in the "Roll of Honor" a form of advertising that is not only inexpensive, but peculiarly effective for the papers that I represent, while its value to advertisers is beyond question. Realizing its help in the work of a special agent, I immediately wrote to all papers on my list urging the publishers to secure representation. As a result fifteen of them have made contracts."—*E. Katz, Special Agent, New York City.*

Mr. M. Lee Starke, who has offices in both New York and Chicago, and whose present list consists of the Washington Star, Baltimore News, Newark News, Indianapolis News, Montreal Star and Minneapolis Journal, said to a representative of the Little Schoolmaster: "The advertiser who will use a paper that does not reveal its circulation is not wise. In my opinion the 'Roll of Honor' will very quickly become the handiest and most useful reference list for the average advertiser. Three of my papers are already enrolled, and I have urged the other three to secure representation."

"We think so much of it here that if our papers were not willing to pay for space in the 'Roll of Honor' we would be glad to pay for it ourselves," said Samuel E. Leith, of Leith & Stuart, 150 Nassau street. "Our publishers have been keen to see its value, however. Three are already enrolled. Three others who sent statements too late for insertion in this year's Directory find it a hardship to be excluded until next year." Mr. W. C. Stuart of the same agency said: "It is the first list of the kind made up with good stable judgment back of it. Other advertising publications have established similar departments, but the lists were of no practical value. The idea of a 'Roll of Honor,' with the prestige of the American Newspaper Directory, which is unquestioned as an authority on circulation, will make it the standard guide for advertisers."

Henry Bright, of Bright & Verree, representing a list of twelve papers in both New York and Chicago, favors the "Roll of Honor." "Four of my papers are now enrolled. The department covers several points of quality not covered by the American Newspaper Directory, but its chief usefulness is the opportunity it accords honest publishers of stating a growing circulation. The provision in the 'Roll of Honor' permitting a publisher with a figure rating to make a new statement for a quarter or month just passed enables him to present his circulation to date. One of my papers has come to the front very rapidly the past year, and naturally derives great benefit from this provision."

ROLL OF HONOR PRIZE COMPETITION.

FOURTH WEEK.

In response to the contest announced on the two preceding pages two articles were received in time for report in this issue of PRINTERS' INK. Of these, the one reprinted below was deemed the best. It was written by M. Lee Starke, manager general advertising of the Washington, D. C., *Star*, Baltimore *News*, Newark *News*, Indianapolis *News*, Montreal *Star* and Minneapolis *Journal*, Tribune Building, New York City, and it appeared in the Washington, D. C., *Star* of August 1, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Starke when the marked copy of the paper was received. Two additional coupons, one to Mr. Starke and one to the advertising manager of the *Star*, were sent in accordance with the terms of the competition, after the choice for the fourth week had been made. The reported articles of the first, second, third and fourth week are now placed on file and each will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *Star* follows here:

ON HONOR.

By M. Lee Starke.

PRINTERS' INK, the champion of honor between advertiser and publisher, has instituted another good movement, in many respects the best yet. It publishes each week a "Roll of Honor," where any publisher, who is willing to "tell the truth, the whole truth and nothing but the truth," about the circulation of his paper and who has submitted a detailed statement of circulation, duly signed and dated, to the American Newspaper Directory, may have his publication enrolled and his circulation figures placed before the leading advertisers of the country every week, and at a low cost, considering the service rendered.

It is positively refreshing, in the midst of such a wilderness of circulation liars, to see so many papers come out, uncover and state actual circulation. Any publisher may well consider it an honor to receive an invitation to join with honest publishers and have their publications listed on the "Roll of Honor." Personally, I think the advertisers of America owe the man who conceived this idea a debt of lasting grati-

tude. The only change that I would suggest is that instead of "A." it be called "The Roll of Honor."

Quite a number of advertisers, whom I have called upon lately, referred to the "Roll of Honor" to see if the papers I represent were among the honest ones, which leads me to believe that the "Roll of Honor" will very shortly become the handiest, most reliable and most useful reference list for the average advertiser. I am proud to say that the six papers of which I am manager of the general advertising departments, the Washington *Star*, the Baltimore *News*, the Indianapolis *News*, Newark *News*, the Montreal *Star* and the Minneapolis *Journal*, are all eligible to the "Roll of Honor." In fact, I would not represent a paper, under any circumstances, that refused to render a detailed statement of its circulation when the bill for advertising was rendered. The advertiser has the right to expect this just as much as he has the right to expect an itemized bill from a merchant for goods purchased.

"Every dog has his day," and the day of the circulation liar is passing. I say many thanks to Geo. P. Rowell, to the editors of the American Newspaper Directory and to PRINTERS' INK, who have done more to force these liars to uncover than all other reformers or publications combined. May they live to see all honest publishers represented on the "Roll of Honor" and in the American Newspaper Directory, and all the dishonest ones out of business.

During a recent conference I had with one of the leading publishers of America, he frankly admitted that there was a time when he felt he could not afford to tell the truth about his circulation, but that at the present time, from a purely business standpoint, he could not afford to lie about it. His paper is now on PRINTERS' INK's "Roll of Honor." When in doubt as to a newspaper's circulation I invariably refer to the "Roll of Honor" or to the American Newspaper Directory. If it is not given there in detail I get suspicious—there is usually something wrong.

The advertiser has no right, in justice to his business, to purchase space in a publication that refuses to make a statement as to the number of copies printed and delivered to subscribers. You may put it down as an exact certainty that whenever a publisher refuses to comply with the requirements which would entitle his publication to a place on the "Roll of Honor" "there is something rotten in Denmark." Brother publisher, come out of the wilderness of circulation liars, uncover your secrets and state your actual circulation. Get on the "Roll of Honor." Get in the lime-light of PRINTERS' INK publicity and you will gain the confidence of advertisers and increase your business.

If your paper is on PRINTERS' INK "Roll of Honor" you will be among honest publishers, who are manly enough to state their actual circulation,

whether it be 100 or 100,000, and it always pays to be in good company. The publisher that won't uncover certainly has something to conceal. What is it? Smaller circulation than he tries to make you believe his paper has. Don't let him deceive you any longer. Insist on an itemized statement for goods delivered.

The Little Schoolmaster congratulates Mr. Starke for having written the winning essay in the fourth week of the contest. The best article so far received has been the one written by Mr. Leroy Fairman and was submitted in the very first week of the contest, yet the one of the present week appears to be a formidable rival to Mr. Fairman's effort.

The Washington, D. C., *Evening Star*, in which Mr. Starke's article appeared, is a member of the "Roll of Honor," and it is one of those few papers to which the editor of the American Newspaper Directory accords the so-called goldmarks (OO), a symbol which stands for the highest in quality of circulation. The *Star* has also generally been considered one of the ten or twelve choicest mediums that can be named among all the dailies published throughout the United States.

Three tests of an
Advertising Medium :

The character of its readers
The extent of its circulation
The cleanliness of its columns

Judged by these standards

THE MAIL AND EXPRESS

NEW YORK

Stands at the top

"One cent buys the best!"

.. A Growing City ..

There are more new houses built in one month in Minneapolis, and the percentage of growth there is greater than that of any other large city in the Northwest.

The MINNEAPOLIS JOURNAL is the best newspaper and advertising medium in Minneapolis. It is a clean, elevating family newspaper. It places your advertisements where the laws of supply and demand meet to adjust themselves—in the homes.

The MINNEAPOLIS JOURNAL has the largest home circulation of any paper in Minneapolis, and is the one medium through which you can reach the majority of middle and better classes. To the advertiser the MINNEAPOLIS JOURNAL means money.

M. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising,

Tribune Building,
CHICAGO.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1902 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (G), the so-called gold marks, denoting superior excellence in quality of circulation. Announcements under this classification, if entitled as above, cost 20 cents per line under a **YEARLY** contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance.

ALABAMA.

Aniston., Evening Star. Daily average for 1902, 1,159. Weekly, 2,026, guaranteed (33). *First six months, 1902, daily 1,358 guaranteed.*

Birmingham., Birmingham News. Daily average for 1902, 15,458 (34); *first seven months 1902, 17,595; July, 1902, 20,158* guaranteed.

Birmingham., Ledger, d.y. Average for 1902, 12,980 (34). *Av. for June, 1902, 16,896, guar'd.*

Montgomery., Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,890 (30), weekly 12,841, Sunday 14,625 (40).

ARIZONA.

Phoenix., Republican. Daily average for 1902, 5,820 (47). *Logan & Cole Special Agency, N. Y.*

CALIFORNIA.

Fresno., Morning Republican, daily. Average for 1902, 4,644 (67). *E. Katz, Special Agent, N. Y.*

Oakland., Tribune, daily. Average for 1902, 9,952 (75). *Tribune Publishing Company.*

San Francisco., Argonaut, weekly. Average for 1902, 15,165 (81). *E. Katz, Special Agent, N. Y.*

San Francisco., Bulletin. R. A. Crothers, Av. for 1902, daily 49,158, Sunday 47,802 (80).

San Francisco., Call, d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,855, S'y 71,584 (80).

COLORADO.

Denver., Post, daily. Post Printing and Publishing Co. Average for 1902, 55,171 (97). *Average for July, 1902, 57,582. Gain, 5,161.*

CONNECTICUT.

Hartford., Times, daily. W. O. Burr. Average for 1902, 16,172 (111).

New Haven., Palladium, daily. Average for 1902, 5,500 (116). *E. Katz, Special Agent, N. Y.*

New Haven., Union, Av. for 1902, d'y 15,821, S'y 8,825 (116). *E. Katz, Special Agent, N. Y.*

New Haven., Day, evg. 1902, 5,198 (115). *First six months 1902, 5,582. June, 1902, 5,656.*

Norwich., Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (115). *Average first six months 1902, 4,996.*

DISTRICT OF COLUMBIA.

Washington Ev. Star., daily. Ev. Star News-paper Co. Average for 1902, 55,748 (30) (122).

National Tribune., weekly. McElroy & Shoppell. Average for 1902, 104,599 (123).

DELAWARE.

Wilmington., Morning News, daily. News Publishing Co., publs. Average for 1902, 9,485 (121).

FLORIDA.

Jacksonville., Metropolis, daily. Aver. 1902, 7,018 (122). *Average 1st 6 months, 1902, 8,229.*

Pensacola., Journal, daily, every morning except Monday. Average for 1902, 2,441 (131).

Tampa., Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1902, 5,668 (122).

GEORGIA.

Atlanta., Journal, d.y. Av. 1902, 57,898. Semi-
year, 84,105 (125). *Atlanta Journal Co., publs.*

ILLINOIS.

Cairo., Citizen, weekly. Citizen Co. Year end-
ing Dec., 1902, no issue less than 1,000 (161).

Chicago., Bakers' Helper, monthly. H. R. Olmsted. Average for 1902, 4,050 (30) (177).

Chicago., Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,053 (167). *Average first 25 weeks, 1902, 66,740.*

Chicago., Grain Dealers Journal, s-mo. Grain Dealers Company. Av. for 1902, 4,416 (30) (175).

Chicago., Irrigation Age, monthly. H. D. Anderson. Average for 1902, 14,166, (181).

Chicago., New Thought, monthly, 50c. a year. Ella Wheeler Wilcox editor. Average year end-
ing January, 1902, 29,258 (183). *Since January, 1902, New Thought prints over 100,000 monthly.*

Chicago., Record-Herald. Average for 1902, daily 158,484, Sunday 171,816 (188).

Chicago., Tribune, daily. Tribune Co. In 1902, y (30) (166).

Clayton., Enterprise, weekly. *No ads on patent. No issue since 1885 below 1,000 (185).*

East St. Louis., Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,375 (192). *Average first six months 1902, 14,388.*

Evanson., Correct English: How to Use It, mo. Average for year ending Oct., 1902, 9,750 (194).

INDIANA.

Evansville., Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (344). *E. Katz, Sp. Agt., N. Y.*

Geashen., Cooking Club, monthly. Average for 1902, 26,501 (247). *A persistent medium, as housewives keep every issue for daily reference.*

Muncie., Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1902, d'y 21,468, S'y 16,555 (360).

Notre Dame., The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (363).

Princeton., Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,820 (364).

South Bend., Tribune. Sworn d.y. av. 1902, 4,861 (367). *Sworn av. first 6 mos. 1902, 5,384.*

IAWA.

Arlington., News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (285).

Burlington., Hawk-Eye, daily. J. L. Waite. Av. for 1902, 6,818 (285). *June 30, 1902, 7,018.*

Davenport., Times. D.y. av. 1902, 6,882, s-wy. 1,537 (292). *D.y. av. 1st 6 mos. 1902, 7,718. Ctr. guar. more than double of any Davenport daily.*

Des Moines., Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,619 (393). *Average for June, 1902, 31,611.*

Des Moines., Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (394).

Des Moines., News, daily. Des Moines News Co. Average for 1902, 57,118 (395).

A Roll of Honor—Continued.

Muscatine, Journal, dy. av. for 1902 \$712, s.-wy. 2,711 (315). *Dy. av. 1st 6 months 1903 4,188.*

Ottumwa, Courier, Dy. av. '02 4,491, s.-wy. 6,984 (319). *1st 6 mos. 1903, dy. 4,577, s.-wy. 7,391.*

Sheldon, Sun, dy and w'y. H. A. Carson. Average for 1902, dy 486, w'y 8,544 (335).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, \$8,681 (325).

Sioux City, Journal, daily. Perkins Bros. Co. Average for 1902, 16,964 (294). *Over 19,000 daily guaranteed for 1903. Banks first and best in its wide field in the Northwest.*

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 5,000 daily circulation for 1903, or receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (345).

Hutchinson, News, dy and w'y. *W'y. during 1902, no issue less than 1,980 (346). E. Katz, N.Y.*

Topeka, Western School Journal, educational monthly. Average for 1902, \$8,116 (362).

Wichita, Eagle, dy and w'y. Av. for 1902, dy 16,781, w'y 6,674 (364). *Bechtel, N.Y. & Chicago.*

KENTUCKY.

Cloverport, Breckinridge News, weekly. J. D. Babbage. Average for 1902, \$2,348 (368).

Lexington, Leader. Av. for 1902, dy \$7,788, w'y \$3,566, S'y 4,068 (373). *E. Katz, S. A., N. Y.*

LOUISIANA.

New Orleans, Louisiana Planter and Sugar Mfr, wy. *In 1903 no issue less than 2,000 (387).*

MAINE.

Augusta, Kennebec Journal, dy and w'y. Average dy, 1902, 4,719, w'y 2,182 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (393). *weekly 18,255 (393).*

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,553 (408).

MASSACHUSETTS.

Boston, Evening Transcript (QD) (415) *Boston's tea-table paper. Largest amount of week-day adv.*

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 376,296 (413-415). *First 6 mos. 1903, dy. 198,747, S'y. 296,329. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.*

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (415)

Post, daily. Average for 1902, 174,178 (415). *Largest p. m. or a. m. sale in New England.*

Danvers, Red Men's Official Journal, monthly. Andrew H. Paton, pub. Average 1902, 2,726 (425). *Only official paper for 50,000 members.*

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1902, 30,541 (425).

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (428).

Salem, Little Folks, mo. juvenile. S. E. Camino. Average for 1902, 78,356 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 192,666 (436). *For year end, April, 1903, 119,000. All advertisements guaranteed.*

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). *Av. first 6 mos. in 1903, 8,588.*

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (456).

Saginaw, Evening News, daily. Average for 1902, 9,843 (473). *July, 1903, daily 10,955.*

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (480).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,624 (485).

Minneapolis, N. W. Agriculturist, a-mo. Feb., '03, 78,168 (488). *75,000 guar'd. 32c. agate line.*

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,900 (487).

Minneapolis, Svenska Amerikanika Posten, weekly. Swan J. Turnblad, publisher. Average for 1902, 47,057 (497).

Minneapolis, Tribune, daily. W. J. Murphy, publisher. Average for 1902, 64,879 (496). *First seven months 1903, average 70,586.*

Minneapolis, Tribune, Sunday. W. J. Murphy, publisher. Average for 1902, 56,250 (496). *First seven months 1903, 60,488.*

Minneapolis, Western Progress, mo. devoted to Western interests. Av. for 1902, 10,000 (500).

St. Paul, News, daily. B. D. Butler. Average for 1902, 50,619 (506).

St. Paul, Pioneer-Press. Daily average for 1902 84,151, Sunday 80,956 (508).

Winona, Republican and Herald, daily. Average for 1902, 2,208 (513). *Av. past 6 months, 4,997.*

MISSOURI.

Carthage, Press. Daily average for 1902, 1,411, S'y. 8,850 (520). *W. J. Sowall, pub.*

Joplin, Globe, daily. Average for 1902, 9,414 (541). *E. Katz, Special Agent, New York.*

Kansas City, Journal, dy and w'y. Average for 1902, daily 56,876, weekly 181,109 (541).

Kansas City, Weekly Implement Trade J'rn'l. Av. Aug., '02, \$1,187 (543). *Av. 5 mos. '03, \$9,598.*

Kansas City, World, daily. World Publishing Co. Average for 1902, 82,978 (549).

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, 300 S. 7th St., Western Fruit Grower, mly. Aver. for 1902, 58,257 (567). *Rate 3c. per line. Circulation 50,000 copies guar'd.*

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 58,058 (565).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proves average for 1902, 308,528. *Actual proven average for first 7 mos. in 1903, 1,115,760. Every issue "OVER" one million copies. Largest EVERY issue circulation of any publication in the world.*

MONTANA.

Anneconda, Standard. Daily average for 1902 11,304 (572). *MONTANA'S BEST NEWSPAPER.*

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). *Average Jus-tary 1st to May 31st, 1903, 10,300.*

A Roll of Honor—Continued.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly (600). Av. for year end, April 30, 1903, 144,554.

Lincoln, Freie Presse, weekly (500). Average for year ending April 30, 1903, 144,554.

Omaha, Den Danske Pioneer, w'y. Sophus F. Neble Pub. Co. Average for 1902, 28,478 (594).

Omaha, News, daily. Daily News Publishing Co. Average for 1902, 52,777 (994).

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (600).

Leith & Stewart, N. Y. Rep., 150 Nassau St.

NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,055 (616).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1902, 17,582 (619).

Jersey City, Sunshine, mo. J. W. Floriday. Av. for year ending Jan., 1903, 84,500 (496).

New Market, Advertisers' Guide, mo. Stanley Day, publisher. Average for 1902, 5,641 (633).

Plainfield, Daily Press. A. L. Force, publisher. Actual average for 1902, 8,582 (635).

NEW YORK.

Albany, Journal, evening. Journal Co. Average 1902, 16,109 (634); present, 18,297.

Albany, Times-Union, every evening. Estab. 1824. Average for 1902, 25,294 (635).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,891 (638).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,818, evening 50,401 (641).

Corning, Evening Leader, daily. Average for 1902, 4,064 (647). First half 1903, 5,625.

Elmira, Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stewart, N. Y. Rep., 150 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 8,116 (656). Av. for June, 1903, 4,908. Leith & Stewart, N. Y. Rep., 150 Nassau St.

Newburgh, News, dy. Av. for 1902, 4,257 (666). Guaranteed by affidavit or personal investigation.

New York City.

American Machinist, w'y. machine construc. (Also European ed.). Av. for 1902, 18,561 (670).

Americanische Schweizer Zeitung, w'y. Swiss Pub. Co., 63 Trinity pl. Av. for 1902, 15,606 (671).

Automobile Magazine, monthly. Automobile Press. Average for 1902, 8,750 (666).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1902, 8,088 (666). Average for first six months end, July 31, 1903.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1902, 28,479 (636).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,585 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 268,888 (687).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 96,844 (673).

Delinquer, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 781,900 (688). Act. av. circ's for 6 months ending June, 1903, 876,987.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,912 (674).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 16,009, (675).

Forward, daily. Forward Association. Average for 1902, 81,709 (667).

Hardware, semi-monthly. Hardware Publishing Co. Actual average for 1902, 8,502 (685).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., publs., 8 Spruce street. (679).

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 5,680 (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. F. Howell & Co. Est. 1888. Average for 1902, 18,987 (679).

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1856. (670).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 8,488 (687).

The Iron Age, weekly, established 1855 (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:


 "Awarded November 20, 1901,
 "by Printers' Ink, the Little
 "Schoolmaster in the Art of
 "Advertising, to The Iron Age,
 "that paper, after a canvassing
 "of merits extending over
 "a period of ten months, have
 "ing been pronounced the one trade paper in the
 "United States of America that, taken all in all,
 "renders its constituency the best service and best
 "serves its purpose as a medium for communica-
 "tion with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher, 1902 A (670).

Rochester, Case and Comment, mo. Loss. Av. for 1902, 80,000 (715); 4 years' average, 80,186.

Schenectady, Gazette, daily. A. N. Licty. Average for 1902, 9,097 (715). Average for six months ending July, 1903, 12,864.

Utica, National Electrical Contractor, mo. Average for 1902, 8,298 (735).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (725).

Warsaw, Western New Yorker, weekly. Levi A. Case, publisher. Average for 1902, 8,468 (724).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,188 (735).

NORTH DAKOTA.

Grand Forks, Normanand, weekly. Normanand Pub. Co. Average for 1902, 4,869 (734).

Herald, dy. Av. for 1902, 4,759 (744). For yr. end, July, '03, 5,325. Le Conte & Maxwell, N. Y. Rep.

OHIO.

Ashtabula, Amerikan Samomat, w'y. Aug. Edwards. Average for 1902, 8,558 (735).

Cincinnati, Enquirer. Established 1843. Daily (670), Sunday (671) (761). Beckwith, New York.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 8,584 (765).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,530 (773).

OKLAHOMA.

Guthrie, Oklahoma State Capital, dy. and w'y. Average for 1902, dy. 18,806, w'y. 21,222 (813).

OREGON.

Portland, Washington Advocate, mo. Order of Washington, publs. Avg. for 1902, 6,640 (836).

A Roll of Honor—Continued.

PENNSYLVANIA.

Bellefonte, Centre Democrat, w'y. Average for 1902, 8,550 (886). *First six months 1902, 8,750.*

Erie, Times, daily. Average for 1902, 10,645 (845). *E. Katz, Special Agent, New York.*

Harrisburg, Telegraph, dy. No issue for year end. Feb., '03, less 1,500 (841). *Scorri, at, per end, July, '03, 8,429. Shannon, 150 Nassau, N. Y.*

Philadelphia, American Medicine, w'y. Av for 1902, 19,837 (885). *Av. March, 1903, 16,827.*

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,745 (871).

Philadelphia, Farm Journal, monthly. Willmer Atkinson Company, publishers. Average for 1902, 5,928,127 (872). *Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:*



"Awarded June 25th, 1902, by
'Printers' Ink' to 'The Little
Schoolmaster' in the Art of
Advertising in the Farm
Journal, after a canvassing
of merits extending over a
period of half a year, that paper, among all
those published in the United States, has been
pronounced the one that best serves its purpose
as an educator and counselor for the agricultur-
al population, and as an effective and economic
medium for communicating with them,
through its advertising columns."

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (880) (885).

Philadelphia, Reformed Church Messenger, w'y. 1306 Arch St. Average for 1902, 8,574 (888).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,815 (889). *Average to July 1, 1902, 108,057. Religious Press Assoc., Phila.*

Philadelphia, The Evening Bulletin, D. ex. S. Average for 1902, sworn, 180,489 (861). *Copies daily not paid. Average for first six months of 1902, sworn statement, 141,196 copies per day net paid.*

"In Philadelphia Nearly Everybody Reads The Bulletin."

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, 59,571 (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (890).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (893). Average for May, 1902, 8,878.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (886), Sunday 15,251 (880). *Evening Bulletin, 87,- 581, average 1902. Providence Journal Co., publs.*

SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (891). *Daily average for the first six months of 1902, 6,500 copies.*

TENNESSEE.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,550 (825). *First 6 mos. 1902, 1,425.*

Knoxville, Sentinel, daily. Average 1902, 7,701 (885). *Average six months 1902, 9,510.*

Memphis, Commercial Appeal, daily, Sunday and weekly. Average 1902, daily 27,500, Sunday 24,910, weekly 14,978 (887).

Nashville, Banner, daily. Av. for year ending Feb., 1902, 16,072 (888). *Av. for June, 1902, 19,- 556. Only Nashville dy' eligible to Roll of Honor.*

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (889).

TEXAS.

Dallas, Retail Grocer and Butcher, inc. Julian Capers, publisher. Average for 1902, 1,000 (846).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (865).

El Paso, Herald, daily. Average for 1902, 2,245 (866). *E. Katz, Special Agent, New York.*

Paris, Advocate, dy. W. N. Furey, pub. *no issue less than 1,150 (866); May, 1902, 1,957.*

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1902, 2,854 (874). *First six months 1902, 2,585.*

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,092 (865). *July, 1902, 7,726.*

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,836 (869).

Tacoma, Daily News, dy. Daily News Pub. Co. Av. 1902, 15,659 (1,000). *Saturday issue 18,000.*

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Horner, pub. Average for 1902, 2,504 (109).

Wheeling, News, dy and Sy. News Pub. Co. Average for 1902, dy 8,026, Sy 8,565 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1008).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,748 (880) (1000).

Milwaukee, Journal, daily. Journal Co. pub. Av. end Feb., 1902, 29,425 (1029). *July, 84, 114.*

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1026). *First 4 mos. 1902, 6,270.*

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1902, 8,706.

Wisconsin Agriculturist, w'y. Av. for 1902, 27,515 (1039). *For yr. edg. July 31, 1902, 50,200.*

Wausau, Post, weekly. Post Publishing Co. Average for 1902, 2,588 (104).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 8,927 (1081).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 8,574 (1051).

MANITOBA, CAN.

Winnipeg, Free Press, dy and w'y. Average for 1902, daily 15,841, weekly 10,674 (104).

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,851 (100).

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (887).

Toronto, Star, daily. Average for 1902, 14,- 161 (104). *First six months 1902, 20,096.*

QUEBEC, CAN.

Montreal, Star, dy. & w'y. Graham & Co. Av. for '02, dy. 55,379, w'y. 121,415 (1069). *Six mos. end May 31, '03, dy. av. 55,147, w'y. 122,157.*

Just Published: Price A Hand- for American A

Contents

1. List of the papers of largest circulation.
2. List of the leading Sunday papers.
3. List of the best papers in each State enumerated.
4. List of Three Dozen Dailies in which it will cost more to advertise one year.

Experienced general advertisers, whose business is to sell, are quick to realize that all papers are not equally available. The cost of advertising in one paper often bears little relation to the price demanded. For example, if the cost of advertising in one paper is ten cents, the advertising value of two papers might be as ten to twenty cents. If the cost of advertising in one paper is one dollar, the chance of returns from the other should be fully worth a hundred cents. It is better to keep out of those of the other sort that good advertisers accumulate satisfactory profits from advertising in them. The money paid on an advertising contract actually buys more than the cost of the paper. The other half of the returns cost three times as much. Most advertisers save the price that would be demanded for papers that are not adequate to the cost of using them. The list of papers makes it possible to use them to almost any advertising appropriation. It is an aid to advertisers to avoid using those that are less desirable.

To obtain this handbook send five 2-cent stamps.

GEO. P. ROWELL & CO., Advertising Agents

Price 10 Cents by Mail.

handbook

for

Advertisers

Containing:

numerated separately.
ll cost more than fifty thousand dollars to insert a three-inch

business admits of buying publicity in all parts of the country, available for them, and that the comparative value of service demanded. It would not be an extreme case where, at the same time as ten to one. That is to say, of two papers costing a dollar each from one might not be more fairly worth ten cents than that

It is by buying space in papers of the last-named class and advertising managers earn handsome salaries and great advertising investments. It is a common occurrence that a quarter of the money buys more than half the money return; as a consequence, the

Most of the money made by advertisers is accumulated by papers that cannot be reasonably expected to produce a result. The papers named in this handbook is sufficiently large to exhaust the advertiser in selecting the best, and thereby enabling

stamps.

Agents, No. 10 Spruce St., NEW YORK.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

EP Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$20, or a larger number at the same rate.

EP Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advt. patrons may, on application, obtain special confidential terms.

EP If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 19, 1903.

THE spirit of secrecy went out of advertising in the year 1869, when the first volume of the American Newspaper Directory was issued. Before that period each agency had its own list of papers, more or less complete, and got much of its business from advertisers because it had a monopoly of information about mediums. The man who tried to place his own publicity seldom knew the locations and names of newspapers. The first volume of the directory let the cat out of the bag in good earnest.

* * *

Many agents concluded that the business had gone to the dogs, for every man would now place his own business. On the contrary, the directory inculcated a better knowledge of mediums and increased the volume of advertising. Methods were improved and developed, and more papers came into existence. The real growth of advertising began with the spreading of this information. Had the old spirit of secrecy prevailed then, advertising to-day would have reached but a tithe of its present volume.

* * *

Notwithstanding the benefits that have come from openness, and the general willingness among successful advertisers to give experiences and opinions, there is still a perceptible element of this old secrecy among the craft. Some advertisers refuse to disclose the mediums they are using, or to say anything about results. Some hide their methods of making copy and

following up results. "I'd be a fool to give out this information after paying for it, wouldn't I?" is the spirit of this minority.

* * *

Few of these reticent souls stop to consider that advertising is public in all its phases. To obtain a list of mediums used by any firm, go to a clipping agency. Close study of such list for six months will give accurate notions of results, which are shadowed by withdrawals, increase of space and in other ways. Every piece of copy sent out is public, necessarily, while follow-up matter is easily obtained. In the very nature of things there can be no advertising secrets, and the advertiser who has them is usually small potatoes.

* * *

The only factor in advertising that is valuable to another is the principle that lies behind it. To ascertain the mediums used to advertise a hot-air pump would be easy, but the proprietor of another hot-air pump would be unwise to use the same papers without an intelligent plan of his own. His device might be dearer, or cheaper, or adapted to different purchasers. Instead of appealing to a clientele already familiar with a predecessor's device, he might find a list of mediums covering an untouched field. Advertising is wide. To follow copy and literature slavishly would be erroneous. Only the principles of these things can be utilized. Advertising experience is immensely instructive to others, but only as experience. To reveal facts about one's publicity is not telling secrets, but merely speaking a word to the wise. The advertiser who succeeds, works on principle, while the failure is an imitator. The growth of advertising depends upon the spread of experience in advertising. The success of all advertising is linked with growth for increase in volume begets public confidence, and makes each new campaign more productive. Advertising feeds upon itself. Secrecy in advertising is futile and foolish.

THE ad that cannot be improved has never been written.

Good advertising is a great dividend paying investment.

It is easier to get replies from advertising than it is to get business from the replies.

SUCCESSFUL advertising not only pays the advertiser but those who do the buying as well.

MR. JOHN C. DEWEY, formerly with the Shaw-Torrey Company of Grand Rapids, Mich., is now the manager of the O. J. Mulford Advertising Company of Detroit.

Two weeklies are published in Provincetown, Mass. The *Beacon* is the one good enough to secure a place in the "Roll of Honor." Provincetown has a population of nearly five thousand.

Two weeklies are published in Plymouth, Mass. The *Old Colony Memorial* is the one that could be considered for a place in the "Roll of Honor." Plymouth has nearly ten thousand population.

THREE dailies are published in Springfield, Mass. Each is entitled to a place on the "Roll of Honor." The *Republican* is perhaps the finest proposition. It has a figure rating in addition to the $\odot\odot$, the sign for superior quality. Springfield has a population of over sixty thousand.

We are pleased to say how highly we value PRINTERS' INK. Whenever we see any article in its pages of special interest we make a pencil note on the cover and can safely guarantee that there isn't a number from 1897 to the present day without one or two of these marks.—*The Storey-Freer Publicity Company, Leeds, Eng., July 28, 1903.*

YOUR journal I read from cover to cover every week. It helps me in my business. This note is just an acknowledgment of service rendered by it. The English are more conservative than the Americans: consequently good English style spiced with a judicious proportion of American ideas works the oracle.—*Frank Barker, Bespoke Tailor, 1 Roundhay Terrace, Leeds, Eng., July 31, 1903.*

THE paper-mill planned a year ago by the Kansas City *Star* is now in operation, using wood pulp shipped from Canada, and producing forty tons of paper daily for the *Star* and *Times*. It is said that the London *Telegraph* is the only other newspaper in the world that makes its own paper.

A PUPIL of PRINTERS' INK says that he believes that the editorials in the New York *Evening Journal* are read by a larger number of people than the editorials of any other newspaper. The large type in which they are printed, the variation in popular subjects—wise and otherwise—contribute to this supposed fact.

ADWRITERS need not be afraid of words. These are all right when used properly. It was by use of words that Othello won Desdemona, and it was the eloquence of Marc Anthony which stirred the populace to wrath against Brutus and the rest. It is not the use of words which is to be guarded against, but the misuse of them.

THE Atlanta, Ga., *News* sends its first anniversary edition. It looks enterprising and creditable. It appears to have made a hit from the start as a penny paper. A daily average circulation is claimed of 20,588 copies and the aim of the *News* is to become the paper of the largest circulation in the South. The next issue of the American Newspaper Directory will be glad to record the duly executed statement of the *News*.

AN advertising campaign of reasonable magnitude is in itself an indication of quality in the commodity. The public has learned to recognize this. "That must be a good article, for I see it advertised everywhere" is a common remark nowadays. It is born of the knowledge that advertising is more or less costly, and that it cannot be used profitably to exploit inferior goods. The public has learned that there is safety in buying advertised articles, and the fact gives a certain standing to every new article marketed through advertising.

IN writing ads it is a good idea to presume that men are anxious to know all about the goods you offer for sale.

BEGIN on the ground. If your appropriation is small, or your experience limited, go carefully. The modest first advertisement is often a germ from which develops a large success and a large business. A big, pretentious campaign without capital or experience behind it, is usually a soap bubble affair, working disaster.

A COMPREHENSIVE directory of foreign language publications is issued by the Lee Advertising Agency, 79 Dearborn street, Chicago. It gives lists of papers and periodicals in thirty different languages published in Mexico, the West Indies, Central and South America and Europe. No descriptions are given, only the name of the paper and its frequency of issue being noted, with estimated circulation. In some few cases circulation ratings are based on sworn statements. All ratings appear to be conservative and fair, though in some cases they exceed the ratings given in the American Newspaper Directory.

THE *Delineator*, published by the Butterick Publishing Company, Ltd., New York, has been added to the "Roll of Honor." The additional line recording the circulation to June 30, 1903, shows an actual average for the first six months of the current year of 876,937 copies, according to a duly signed and detailed statement for the period mentioned. A gain of 155,028 copies for the *Delineator* over its last statement recorded in the 1903 issue of the American Newspaper Directory. Here is another demonstration of the usefulness of the system upon which the "Roll of Honor" is built. The Directory appears once a year and states a periodical's average circulation for a year preceding its publication—the "Roll of Honor" permits a record of circulation which can be brought within one week after date of issue of a paper. And this system is the only one in existence anywhere.

IN Pittsfield, Mass., the *Berkshire Evening Eagle* is the only paper entitled to a place in the "Roll of Honor." Pittsfield has a population of over twenty-one thousand.

ONE of the least effective ways in which to begin an advertisement is with the word "Don't." The "Don't" school of advertising seldom tells anything about the goods, and usually presents the proposition hind side before. It was the "Don't" method which led the Jew to put into his window a card reading "Don't go next door to be swindled—come in here." Sometimes the "Don't" advertisement is aimed at a competitor, as when it begins "don't be deceived by worthless imitations." Again, it is a direct reflection upon the reader's intelligence, as when he is told "Don't be shortsighted and accept a substitute." Advertising is not a means of warning people away from others' goods, but simply a force for calling attention to your own. No energy need be wasted in telling readers what not to do. The proper keynote of rational advertising is not "Don't," but "Do."

A CONTRACT for the placing of six hundred waste paper boxes, to bear advertising, has been let to the Kansas City Clean Street and Advertising Company, a corporation which also has this privilege in Indianapolis. The use of these waste paper receptacles is very general in the West, particularly in Chicago. The boxes are made of steel-plate, firmly bound with iron, and bolted to the sidewalk on corners and in all public places. Upon the sides are spaces for four advertisements, with four more at the gabled top. The company lets these spaces by the month at rates that would bring the entire box to \$3.60 monthly. There is also some revenue from the sale of waste paper collected. A percentage of the receipts is paid to the city, in return for which police protection is given. No permanent advertising of any description is permitted in the business district of Kansas City except these boxes.

MORE than 5 billion pounds of sugar, valued at over 100 million dollars was brought into the United States in the fiscal year just ended. This is a larger importation of sugar than at any preceding year in the history of the country and the value is greater than in any preceding year except the importations of 1891, 1893 and 1894. These figures include the sugar brought from Porto Rico and the Hawaiian Islands; and while the figures of the shipments from Porto Rico and the Hawaiian Islands are not included in the official statement of imports, they are properly included in the statement to show the quantity of sugar coming into the United States. The total number of pounds of sugar brought into the United States during the year was, as shown by the records of the Department of Commerce & Labor through its Bureau of Statistics, 5,217,007,034, while in no earlier year in the history of the country has the importation of sugar ever reached 5 billion pounds.

ADVERTISING has always been conspicuously necessary in obtaining pupils for private schools. Nicholas Nickleby, it will be remembered, obtained his position at Dotheboys Hall through an announcement by Squeers, and even in the days of Doctor Johnson private schools were advertised in publications like the *Gentleman's Magazine*. A correspondent of the Philadelphia *Record* recently exhumed this old specimen of school advertising from an American newspaper of 1761. It sets forth the claims of Germantown Academy, an educational institution still in existence:

The Advantages of the School with respect to Situation, must, if duly considered, contribute not a little to its Promotion and Encouragement. The House is built on a fine airy Hill, a little removed from the Public on Main street. The Air is known, from long Experience, to be pure and healthy; often recommended by the best Physicians to Invalids; and indeed the place, without Exaggeration, may be justly termed the Montpelier of Pennsylvania. The Opportunities and Examples of Vice and Immorality, which ever prevail in large Cities, here will seldom present themselves, to decoy the youthful Mind from its natural inclination of virtue.

MR. S. C. BECKWITH has been appointed the New York special agent for the *Philadelphia Press*, and with that enthusiasm for which he is celebrated, Mr. Beckwith announces that the present circulation of the *Press* is 95,000 copies every day.

THE Minneapolis *Tribune* prints the following in its right hand ear:

ROLL OF HONOR.

Among famous newspapers distinctive in their respective fields for known circulation, *PRINTERS' INK* of New York gives the *Tribune* prominent position in its "Roll of Honor."

Every paper that is in the "Roll of Honor," and appreciates the importance of its own value—should clearly and persistently announce this membership in its own issues. It speaks well for the *Tribune's* enterprise and good sense to have initiated a custom which will be followed by others who are in the same class of laudable quality and quantity.

"NO MEDICINES FOR METHODISTS" is the title of a striking folder cut in the shape of a medicine bottle, announcing that no proprietary remedy advertising of any description will hereafter be accepted for the publications grouped under the name of "The Methodists," managed by A. E. Dunn, 150 Fifth avenue, New York. "We propose," says Mr. Dunn, "to exclude all of this class of advertising and will only carry out such contracts as may be in force at that time. The contracts, after having expired will not be renewed at any price. We feel that the religious paper ought to be the medium that would have nothing but the most desirable and reliable advertisements in its columns, and therefore we will take this course, which, as a financial venture, may possibly be a losing one to us for the time being, but it is our opinion that advertisers who remain with us will be disposed to increase their space and renew their contracts, and many advertisers that we do not now have in our columns will come to us when they know that there is nothing but the most desirable advertising accepted for our publications."

MICHIGAN has passed a law which empowers the State Board of Registration to revoke the certificate of any physician who advertises through the newspapers or by any other means to cure venereal diseases, or distributes any form of advertising derogatory to good morals. This measure was passed without opposition from legislature or newspapers. The Detroit *Journal* was largely instrumental in bringing it prominently before the legislature. The law does not interfere with outside practitioners, of course. A physician in Indiana or Ohio may advertise in Michigan papers, and there is no way of revoking his certificate. The *Journal of the American Medical Association* believes that similar laws will soon be passed by other States, however, and a class of advertising that is obscene and productive of cases of insanity and morbidity may be legislated out of existence.

THOSE who ask for some of the well-known magazines at news-stands on New York elevated roads are told that they are not carried. The *Saturday Evening Post* is one popular periodical that is not on sale, while a few other magazines of universal circulation are never forthcoming. The company controlling this news-stand privilege makes a practice of charging a monthly sum for the display of each periodical kept in stock. It is held that the mere showing of copies in so conspicuous a place is advertising of the bulletin board variety, and worth paying for. The charge is said to be moderate—less than \$25 monthly for each periodical. It may bear hard upon a small publisher, but the large magazines do not find it a hardship, and only a few refuse to pay because they are opposed to the principle of the thing. Simply as a matter of dollars and cents, however, it would be interesting to know whether the profits on such a paper as the *Saturday Evening Post*, appearing weekly and selling from all the elevated railroad stands, would not exceed several times the sum asked for this novel form of publicity.

DON'T let your business die for lack of nourishment. Advertise!

THE September edition of the *Woman's Farm Journal* is predicted to be a "Banner" number with an extra good measure of 100,000 copies and full count as the publishers say. This issue is the last one at the old rate of one dollar per line. Commencing with October, 1903, the new rate, two dollars per agate line will be in force. The September forms are held open until the seventh day of that month to give all advertisers a chance. The 1902 issue of the American Newspaper Directory credits the *Woman's Farm Journal* with an average issue of 304,167 copies. The September, 1903, issue is promised to be 400,000 copies.

A HANDSOME and interesting pocket guide to the international yacht races, between Reliance and Shamrock III., has been issued by The Prudential Insurance Company of America, Newark, N. J. The guide contains information for those witnessing the races, as well as for others who will not be able to see the contests. The cover is lithographed in colors, showing pictures of yachts sailing at top speed in the direction of the cup; signal-flags, in colors, of the contesting yachts and of the leading yacht clubs of the country; also private yachts and of the colors of America's prominent yachtsmen. Inside appear longitudinal and cross-section views of both Reliance and Shamrock III.; a map of the course; a short dictionary of yachting terms; pictures of yachts and schooners which have contested for the America's cup in the past; two handsome photographs of both Reliance and Shamrock III.; a page showing the evolution of yachting models, with under-water views; pictures of Sir Thomas Lipton, Mr. J. Pierpont Morgan, Mr. C. Oliver Iselin (managing owner of Reliance) and the New York Yacht Club House; together with many details and facts pertaining to this year's contest. The guide was issued for the use of the Prudential's agents in canvassing for business.

THE privilege of placing the King's arms over a shop door—a valuable advertisement in England—is granted under certain interesting conditions. There is a general impression that permission to use the lion and unicorn is granted to any tradesman who applies for the privilege, but this is an error. Only bona fide tradesmen who have supplied the King and Queen have this right, and violation is punishable under the Merchandise Marks Act. Warrants of appointment to the King are granted by four different officers of the royal household, viz., the Lord Steward, the keeper of the Privy Purse; the Lord Chamberlain, and the Master of the Horse. Appointments to Queen Alexandra are made through her own Lord Chamberlain. The Prince and Princess of Wales also grant warrants to their own particular tradesmen, which gives them the right to use the arms of their Royal Highnesses. The number of firms recorded as having the honor of serving His Majesty is 750; to Queen Alexandra 166 are appointed, and 344 of those with whom Queen Victoria dealt have been permitted to continue to use the royal arms, and to adopt the style, "by appointment to the late Queen Victoria." Only two points are taken into consideration in granting the warrants—the standing of the firms, and their being bona fide suppliers to royalty. The privilege is frequently accorded to tradesmen in the suburbs as well as in London proper. In such cases the royal arms are seldom found over any shop which is not that of a butcher, poultreer or purveyor of food of some kind. His Majesty is a successful farmer on a large scale, and the stock reared and produce grown in the royal acres are sold for good prices at special shows. It is customary when a butcher, for instance, buys constantly at the royal shows, to reciprocate by giving him orders for meat, and in this way a suburban tradesman may become eligible to appear on the list of caterers to royalty. The custom of granting royal warrants dates back to the reign of George III.; but for a long time it fell into disuse, and was revived in the last reign by the Prince Consort.

I ESTIMATE that fully \$4,000,000 is paid out annually in New York and Brooklyn for department and specialty store advertising. Philadelphia and Chicago put out at least \$4,000,000. Boston, Baltimore, St. Louis, Cincinnati, Washington, Cleveland and New Orleans expend a total of not less than \$5,000,000. It is probable that the other cities of this country with stores large enough to warrant the employment of advertising writers or managers put out more than as much more. All of this counts to upward of \$18,000,000 paid out for this class of advertising alone in the United States in one year. Patent medicines, food products, drinks and tobacco in various forms are articles on which a great amount of advertising money is annually expended. One concern has made an advertising appropriation of not less than \$750,000 for the current year. Several others rise to \$500,000 each, and the number expended anywhere from \$150,000 to \$350,000 is surprisingly large. Then there is a wilderness of others, many experimental, some struggling to the front, and others well established, that devote from \$10,000 to \$100,000 a year to advertising. I would not be surprised if more than \$12,000,000 annually were put out in this country on those lines. Another class of advertising that at times occupies large space in the papers, and is always in evidence to some degree, is that devoted to financial propositions—mergers, reorganizations, bond issues, mining ventures, oil properties and the like. It is the most impulsive and erratic advertising of all, and its amount is very difficult to estimate, even approximately, but my guess would be that it equals the total of the preceding group, or say, \$12,000,000. Here we have a grand total of more than \$42,000,000 paid each year for advertising, practically all of which is prepared by hired talent. My belief is that more than \$50,000,000 worth of advertising in the United States is put out every year by individuals

or concerns, for the preparation or placing of which salaries are paid.—*M. M. Gillam, in New York Sunday Tribune, July 12, 1903.*

ADVERTISING regulates the pace of those who travel the road to success.

THE "Roll of Honor" is a splendid creation for papers like the Minneapolis *Tribune* and for all advertisers who know the value of up-to-date information.—*A. W. Peterson, Ass't Gen. Mgr. The Minneapolis Tribune.*

* * *

I APPROVE of the "Roll of Honor." I approve of it because in the hands of the editor of PRINTERS' INK it is a roll of honor. Some newspapers are necessarily better advertising mediums than others. The attempt to cull the good from the indifferent and the best from the good is one of the things for which the advertising world owes a debt of gratitude to the editors of PRINTERS' INK and the American Newspaper Directory. It does not in the least surprise me that nearly two hundred publications are now represented in the "Roll of Honor." What really does surprise me is that all those eligible are not using such a very efficient and inexpensive advertising medium. I notice that the *Times* is the only New York daily in the "Roll of Honor," though several others are eligible. In the language of the poet, What's the matter with the others? No wonder the *Times* is putting up the greatest newspaper building in New York.—*F. James Gibson, Sec'y Sphinx Club, New York, Aug. 7, 1903.*

* * *

YOUR issue of August 5th is before us. Permit us to congratulate you upon issuing such an exceptionally fine number. We note the opinions of the "Roll of Honor" department contained therein. They come from special agents, general advertising agencies or the advertisers. From a publisher's standpoint we deem the "Roll of Honor" to be invaluable. It will secure business for the publisher who is honest, it puts him in a position to "spot" his competitor, and as a reference list we believe it will shortly become most useful to the publisher as well as the advertiser.—*Harry Yaeger, Mgr. The Montana Daily Record, Helena, Mont.*

RECENT trademark decisions deal with two interesting phases of the rights of competitors. In the first case of the Vacuum Oil Co. vs. The Eagle Oil Co., it was charged that the defendants sold oil in foreign countries under the proprietary word "Vacuum," thereby infringing the rights of the Vacuum Oil Co. The court decided that trademark rights acquired in the United States, whether by registration or common law, afford no protection against acts committed wholly in a foreign country, though the parties committing those acts reside in the United States, and in the jurisdiction of the court. This, in the opinion of the *Scientific American*, is contrary to all previous decisions, which have tended to restrain parties residing in a court's jurisdiction from committing such acts outside of that jurisdiction. The second case deals with the right of a person to use his own name as a trademark to the detriment of another. A man named Royal has for many years been selling a baking powder under his own name, imitating the packages of the Royal Baking Powder Co. He also advertised his baking powder as the "New Royal." Having been enjoined from such advertising and from using the labels, he changed the color of the label from red to blue, on which was printed the name "Maxim Baking Powder," but still having his name in prominent letters on the front of the cans. There was evidence that this baking powder had, in some cases, been sold as that of complainant's. The court held that all the facts showed a purpose on the part of the defendant so to use his name as to sell his product as that of complainant, and that while he would not be enjoined from using his name, he would be restrained from placing it on the front label of his cans. A person has the right honestly to use his own name in connection with his business, even though he may thereby interfere with or injure the business of another, but a court of equity will restrain him from intentionally so

using it as to deceive the public—or enable others to do so—into buying his goods as those of another, and will require him, when entering a business in which another is engaged, and using the name, to use every means reasonably possible to distinguish his own business and goods from those of his competitor.

THE publishers of *Mines and Minerals*, the well-known mining journal of Scranton, Pa., have compiled a fine little pocket directory of manufacturers and dealers who sell mining machinery, tools, instruments and supplies. The book has sixty-two pages, and is arranged by commodities in a convenient fashion. It will appeal to readers of *Mines and Minerals*. The following suggestions for selecting an advertising medium are given in the cover:

The points which infallibly indicate the value of an advertising medium are covered by the four following questions: 1. What is your guaranteed circulation? 2. What class of people form the major portion of your subscribers? 3. What is the geographical distribution of your circulation? 4. Will you permit an examination of your list of subscribers to verify the correctness of your answers? Try these questions on publishers or their representatives; you will be surprised at some of the "dodgers" and at the reasons given for declining to answer.

Mines and Minerals enjoys a figure rating of 10,333 in the last American Newspaper Directory, and in view of the fact that this is the highest figure rating given to a mining journal, would probably find it well worth featuring in the "Roll of Honor."

I CERTAINLY think that your magazine is head and shoulders above any other advertising magazine published to-day, and never a week goes by but what I read it thoroughly, and have our various advertising men do the same. We get many valuable pointers from it, and sincerely hope that the members of the shoe trade profit as much from the *Boot and Shoe Recorder* as the staff of the *Boot and Shoe Recorder* profits from PRINTERS' INK.

E. B. TERHUNE,
Boot and Shoe Recorder, Boston,
August 8, 1903.

THE THREE DOZEN DAILIES.

DENVER, Col., Aug. 6, 1903.

Editor of PRINTERS' INK:

Referring to advertisement of Geo. P. Rowell & Co., in PRINTERS' INK, headed "Three Dozen Dailies," and requesting suggestions in the way of improvement, we wish to call your attention to the fact that they have entirely overlooked the territory between Kansas City and San Francisco, also that they have on the Pacific Coast two papers from San Francisco, one from Los Angeles, one from Seattle and one from Portland.

The territory covered by the Denver Post is certainly entitled to representation on a list such as you publish, especially as that territory is not reached in any degree by any other paper. We would, therefore, suggest the dropping of either one of the San Francisco papers, or else the Portland or Seattle paper, and substitute therefor the Denver Post. There is good reason why the Denver Post should be the paper from Denver, inasmuch as it has the largest circulation in this territory, according to your own statement. Yours very truly, FRED. W. FELDWISCH,

Business Manager.

In response to the suggestion made above, careful consideration has been given to the merits of the Denver Post, and the conclusion reached that Denver ought to be represented in the list, and the Post is the representative paper. To avoid increasing the number of papers above the prescribed three dozen, it is found possible to treat the Detroit News and Tribune as one paper, they being just as much so as are the morning and evening issues of the New York World.

THE "BILLBOARD."

BALTIMORE, Md., Aug. 4, 1903.

Editor of PRINTERS' INK:

In your issue of July 29th you published a list of theatrical papers. I notice that you omitted the Billboard of Cincinnati, O. Could you tell me its circulation? If so, you will oblige,

Yours truly, S. SCHENTHAL.

The Billboard ought apparently to be classed under the heading of "Advertising" instead of "Theatrical." In 1899 it claimed to issue no less than 10,000 copies, but in recent years information on the subject of circulation has not been forthcoming. It appears to be a deserving publication. If it has 2,500 subscribers it is certainly in a prosperous condition. The Billboard at one time published the following unique but interesting claims:

There is only one paper in the United States which covers the distinctive field of open-air amusements, the Billboard. It is the source of information to circus managers, performers and attaches to whom it comes each week like a letter

from home. To the great fraternity of billposters, distributors and samplers it is a mine of information. To the Uncle Tom showman, the vaudeville artist, the medicine show performer and to the rough rider, the cavalry man, the cowboy, and to every other member of the Wild West it is an inspiration. Street car promoters and carnival directors, State and county fair secretaries all read it. You find it on all up-to-date news stands. Horsemen and all classes of those who appreciate fine animals, racing men and horse fanciers, all find in the *Billboard* a paper filled with interest.

PREFERS THE HONORABLE COURSE.

The Oconto (Wis.) *Enterprise*, a county weekly of unusual merit, in its issue of July 31st, remarking on the propriety of letting the advertising public know how many copies it prints, says:

The fact that the *Enterprise* is the only paper in Oconto county entitled to be included in the "Roll of Honor," based upon circulation reports in the *Newspaper Directory* of Geo. P. Rowell & Co. of New York, seems to be galling to some of our contemporaries.

By way of explanation we will state that at the beginning of the year 1903, the publisher of the *Enterprise* made out a statement of the average weekly circulation of this paper for the year 1902 and forwarded it to Messrs. Rowell & Co. The statement showed that the average weekly circulation of the *Enterprise* last year was 1,391. However, it was not the size of its circulation that entitled the *Enterprise* to be included in the "Roll of Honor," but because of the full and complete statement made of the paper's circulation, and on account of its apparent truthfulness. The *Enterprise*, as its readers well know, is not addicted to bragging of its circulation. It has never made the broad statement that "it has a larger circulation than all of the rest of the papers in Oconto county combined" without giving figures to prove the statement. We prefer to take a more honorable and truthful course by giving the exact figures of our own paper's circulation and swearing to their truthfulness. We do not believe that our advertisers care a continental what the circulation of other papers is, but they are certainly entitled to know what that of the *Enterprise* is.

THE critic is a man who neither does nor essays to do. His is the office to praise good work and to condemn poor work. He is not a legislator to make laws, but a judge to pass upon them. The ad critic serves an excellent end for adwriters who have the good sense to accept his suggestions (when honest and good) and act upon them.

WEEKLY AD CONTEST.

THIRTY-FIFTH WEEK.

In response to the weekly ad contest, now in its thirty-fifth week, thirty-five advertisements were received in time for report in this issue. The one here reproduced was thought best of



all submitted. It was sent in by Miss Ida M. Marsh, 153 15th street, Buffalo, N. Y., and it appeared in the *New York Outlook* for August 1, 1903. A coupon, as provided in the conditions which govern this contest, was mailed to Miss Marsh.

THE Philadelphia and New York offices of N. W. Ayer & Son, advertising agents, are connected by a private telephone wire.

THE Rockford, Ill., *Republic*, which failed to receive a figure rating in the 1903 issue of the *American Newspaper Directory*, because a detailed statement of circulation for 1902 was never received by the directory editor, now asserts an average circulation for June, 1903, of 6,737 copies. The paper is willing to guarantee the statement by a deposit of \$1,000 made with the Manufacturing National Bank of Rockford. This is not considered, however, as good as a plain statement in the *American Newspaper Directory* would be.

Largest Circulations IN THE DOMINION OF CANADA.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

BRITISH COLUMBIA.

The *Fort Steele Prospector* has a higher circulation rating than is accorded to any other weekly in British Columbia.

The *Inland Sentinel* has a higher circulation rating than is accorded to any other paper in Kamloops.

The *Evening World* has a higher circulation rating than is accorded to any other paper in Rossland.

The *Daily Province* has a higher circulation rating than is accorded to any other paper in Vancouver or in British Columbia.

The *Daily Colonist* has a higher circulation rating than is accorded to any other paper in Victoria.

MANITOBA.

The *Western Sun* has a higher circulation rating than is accorded to any other paper in Brandon.

The *Register* has a higher circulation rating than is accorded to any other paper in Neepawa.

The *Weekly News and Review* has a higher circulation rating than is accorded to any other paper in Portage La Prairie.

The *Manitoba Morning Free Press* and *Evening News Bulletin* has a higher circulation rating than is accorded to any other daily in Winnipeg or in Manitoba.

Der Nordwesten has a higher circulation rating than is accorded to any other weekly in Winnipeg or in Manitoba.

The *Nor-West Farmer* has a higher circulation rating than is accorded to any other publication issued in Winnipeg or in Manitoba.

NEW BRUNSWICK.

The *Weekly World* has a higher circulation rating than is accorded to any other paper in Chatham.

The *Religious Intelligencer* has a higher circulation rating than is accorded to any other paper in Fredericton.

The *Transcript* has a higher circulation rating than is accorded to any other daily in Moncton.

The *Weekly Transcript* has a higher circulation rating than is accorded to any other paper in Moncton or weekly in New Brunswick.

The *Messenger and Visitor* has a higher circulation rating than is accorded to any other weekly in St. John.

The *Daily Telegraph* has a higher circulation rating than is accorded to any other paper in St. John or in New Brunswick.

The *Maritime Farmer* has a higher circulation rating than is accorded to any other publication issued in Sussex.

NORTHWEST TERRITORIES.

The *Weekly Herald* has a higher circulation rating than is accorded to any other paper in Calgary.

The *Leader* has a higher circulation rating than is accorded to any other paper in Regina or in Northwest Territories.

NOVA SCOTIA.

The *Herald* has a higher circulation rating than is accorded to any other paper in Halifax or daily in Nova Scotia.

The *Progress and Enterprise* has a higher circulation rating than is accorded to any other paper in Lunenburg.

The *Eastern Chronicle* has a higher circulation rating than is accorded to any other paper in New Glasgow.

The *Advocate* has a higher circulation rating than is accorded to any other paper in Pictou.

The *Weekly News* has a higher circulation rating than is accorded to any other paper in Truro or in Nova Scotia.

The *Acadian Orchardist* has a higher circulation rating than is accorded to any other paper in Wolfville.

The *Light* has a higher circulation rating than is accorded to any other paper in Yarmouth.

ONTARIO.

The *Glengarri* has a higher circulation rating than is accorded to any other paper in Alexandria.

The *Gazette* has a higher circulation rating than is accorded to any other paper in Almonte.

The *Chronicle* has a higher circulation rating than is accorded to any other paper in Arnprior.

The *Express* has a higher circulation rating than is accorded to any other paper in Aylmer.

The *Northern Advance* has a higher circulation rating than is accorded to any other paper in Barrie.

The *Gospel Banner* has a higher circulation rating than is accorded to any other paper in Berlin.

The *Banner and Times* has a higher circulation rating than is accorded to any other paper in Brampton.

The *Daily Expositor* has a higher circulation rating than is accorded to any other paper in Brantford.

The *Semi-Weekly Times and Eastern Ontario Dairyman* has a higher circulation rating than is accorded to any other paper in Brockville.

The *Banner-News* has a higher circulation rating than is accorded to any other daily in Chatham.

The *Weekly Planet* has a higher circulation rating than is accorded to any other paper in Chatham.

The *News-Record* has a higher circulation rating than is accorded to any other paper in Clinton.

The *Express and Northumberland Gazetteer* has a higher circulation rating than is accorded to any other paper in Coborne.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Collingwood.

The *True Banner and Wentworth Co. Chronicle* has a higher circulation rating than is accorded to any other paper in Dundas.

The *Chronicle* has a higher circulation rating than is accorded to any other paper in Durham.

The *Star-Enterprise* has a higher circulation rating than is accorded to any other paper in Eganville.

The *Canadian Horticulturist* has a higher circulation rating than is accorded to any other publication issued in Grimsby.

The *Mercury and Advertiser* has a higher circulation rating than is accorded to any other daily in Guelph.

The *Weekly Mercury and Advertiser* has a higher circulation rating than is accorded to any other paper in Guelph. The *Spectator* has a higher circulation rating than is accorded to any other daily in Hamilton.

The *Canadian Royal Templar* has a higher circulation rating than is accorded to any other publication issued in Hamilton.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Harriston.

The *Advance* has a higher circulation rating than is accorded to any other paper in Kemptville.

The *Review* has a higher circulation rating than is accorded to any other daily in Kincardine.

The *British Whig* has a higher circulation rating than is accorded to any other daily in Kingston.

The *Weekly British Whig* has a higher circulation rating than is accorded to any other paper in Kingston.

The *Post* has a higher circulation rating than is accorded to any other paper in Leamington.

The *Western Advertiser* has a higher circulation rating than is accorded to any other weekly in London.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in London.

The *Economist* has a higher circulation rating than is accorded to any other paper in Markham.

The *Canadian Champion* has a higher circulation rating than is accorded to any other paper in Milton.

The *Beaver* has a higher circulation rating than is accorded to any other paper in Napanee.

The *Era* has a higher circulation rating than is accorded to any other paper in Newmarket.

The *Dufferin Post* has a higher circulation rating than is accorded to any other paper in Orangeville.

The *News-Letter* has a higher circulation rating than is accorded to any other weekly in Orillia.

The *Canadian Workman* has a higher circulation rating than is accorded to any other publication issued in Orillia.

The *Canada Gazette* has a higher circulation rating than is accorded to any other weekly in Ottawa.

The *Daily Citizen* has a higher circulation rating than is accorded to any other paper in Ottawa.

The *Times* has a higher circulation rating than is accorded to any other weekly in Owen Sound.

The *North Star* has a higher circulation rating than is accorded to any other paper in Parry Sound.

The *Observer* has a higher circulation rating than is accorded to any other paper in Pembroke.

The *Topic* has a higher circulation rating than is accorded to any other paper in Petrolea.

The *Times* has a higher circulation rating than is accorded to any other paper in Picton.

The Mercury and County of Renfrew Advertiser has a higher circulation rating than is accorded to any other paper in Renfrew.

The Daily Standard has a higher circulation rating than is accorded to any other paper in St. Catharines.

The Evening Journal has a higher circulation rating than is accorded to any other daily in St. Thomas.

The Observer has a higher circulation rating than is accorded to any other weekly in Sarnia.

The Sault Star has a higher circulation rating than is accorded to any other paper in Sault Ste. Marie.

The Huron Expositor has a higher circulation rating than is accorded to any other paper in Seaforth.

The Free Press has a higher circulation rating than is accorded to any other paper in Shelburne.

The Reformer has a higher circulation rating than is accorded to any other paper in Simcoe.

The Evening Herald has a higher circulation rating than is accorded to any other daily in Stratford.

The Weekly Herald has a higher circulation rating than is accorded to any other paper in Stratford.

The Observer and Farmers' Fireside Companion has a higher circulation rating than is accorded to any other paper in Tilsonburg.

The Globe has a higher circulation rating than is accorded to any other daily in Toronto or in Ontario.

The Christian Guardian has a higher circulation rating than is accorded to any other weekly in Toronto or in Ontario.

The Forester has a higher circulation rating than is accorded to any other publication issued in Toronto or in Ontario.

The Leader and Recorder has a higher circulation rating than is accorded to any other paper in Toronto Junction.

AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading *PRINTERS' INK* will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamps in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.80, from which 5 per cent may be deducted for cash with order.

CALIFORNIA.

The Daily Examiner has a higher circulation rating than is accorded to any other paper in San Francisco, or in the State of California.

The Weekly Examiner has a higher circulation rating than is accorded to any other weekly in San Francisco, or in the State of California.

CONNECTICUT.

The Evening Post has a higher circulation rating than is accorded to any other paper in Bridgeport.

The Morning Record and Republican has a higher circulation rating by more than one thousand copies daily than is accorded to any other paper in Meriden.

DISTRICT OF COLUMBIA.

The Home Magazine has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The Journal has a higher circulation rating than is accorded to any other paper in Uxbridge.

The People's Press has a higher circulation rating than is accorded to any other paper in Welland.

The Echo has a higher circulation rating than is accorded to any other paper in Wiarton.

The Weekly Record has a higher circulation rating than is accorded to any other paper in Windsor.

The Sentinel-Review has a higher circulation rating than is accorded to any other daily in Woodstock.

The Weekly Sentinel-Review has a higher circulation rating than is accorded to any other paper in Woodstock.

PRINCE EDWARD ISLAND.

The Weekly Guardian has a higher circulation rating than is accorded to any other paper in Charlottetown.

QUEBEC.

Le Spectateur has a higher circulation rating than is accorded to any other paper in Hull.

L'Etoile du Nord has a higher circulation rating than is accorded to any other paper in Joliette.

La Presse has a higher circulation rating than is accorded to any other daily in Montreal or Quebec.

The Family Herald and Weekly Star has a higher circulation rating than is accorded to any other paper in Montreal or in Quebec.

La Tribune has a higher circulation rating than is accorded to any other weekly in St. Hyacinthe.

The News and Eastern Townships Advocate has a higher circulation rating than is accorded to any other paper in St. Johns.

The Record has a higher circulation rating than is accorded to any other paper in Sherbrooke.

Le Progrès de Valleyfield has a higher circulation rating than is accorded to any other paper in Valleyfield.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

GEORGIA.

The Atlanta Journal has the highest daily circulation rating south of Baltimore, St. Louis.

The Daily Herald has a higher circulation rating than is accorded to any other paper in Augusta.

ILLINOIS.

The News has a higher circulation rating than is accorded to any other daily in Champaign.

INDIANA.

The Courier has a higher circulation rating than is accorded to any other paper in Connerville.

The Democrat has a higher circulation rating than is accorded to any other paper in Franklin.

IOWA.

The *Union* has a higher circulation rating than is accorded to any other paper in Belle Plaine and is a hustler.

The *Daily Hawkeye* has a higher circulation rating than is accorded to any other paper in Burlington.

The *Weekly Hawkeye* has a higher circulation rating than is accorded to any other weekly in Burlington.

The *Republican* has a higher circulation rating than is accorded to any other daily in Cedar Rapids.

KANSAS.

The *Capital* has a higher circulation rating than is accorded to any other daily in Topeka.

MASSACHUSETTS.

The *Daily Transcript* has a higher circulation rating than is accorded to any other paper in North Adams.

MICHIGAN.

The *A. O. U. W. Wolverine Workman* has a higher circulation rating than is accorded to any other publication issued in Lansing.

The *Lapeer County Press* has a higher circulation rating than is accorded to any other paper in Lapeer.

The *True Northerner* has a higher circulation rating than is accorded to any other paper in Paw Paw.

MINNESOTA.

The *Daily Free Press* is accorded the highest circulation rating of any paper in Mankato or Blue Earth County.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Duluth.

MISSOURI.

The *Times-Democrat* has a higher circulation rating than is accorded to any other paper in Macon.

The *Republican* has a higher circulation rating than is accorded to any other paper in Unionville or Putnam county.

NEBRASKA.

The *Tribune* has a higher circulation rating than is accorded to any other paper in McCook.

The *Webster Co. Argus* has a higher circulation rating than is accorded to any other paper in Red Cloud.

NEW JERSEY.

The *Evening Journal* has a higher circulation rating than is accorded to any other paper in Jersey City.

NEW YORK.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Binghamton.

The *Sunday Courier* has a higher circulation rating than is accorded to any other Sunday paper in Buffalo.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Elmira.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ithaca.

The *News* has a circulation rating four times higher than is accorded to any other paper in Newburgh.

The *Schenectady Gazette* has a higher circulation rating than is accorded to any other paper in Schenectady.

NORTH CAROLINA.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

OHIO.

The *Noble Co. Leader* has a higher circulation rating than is accorded to any other paper in Caldwell.

The *News* has a higher circulation rating than is accorded to any other daily in Dayton.

The *Herald* has a higher circulation rating than is accorded to any other paper in Eaton.

The *Hunter-Trader-Trapper* has a higher circulation rating than is accorded to any other paper in Gallipolis.

The *Madison Co. Democrat* has a higher circulation rating than is accorded to any other paper in London.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Mansfield.

The *Advocate* has a higher circulation rating than is accorded to any other daily in Newark.

The *Daily Republican* has a higher circulation rating than is accorded to any other daily in Painesville, and it is positively guaranteed.

The *Buckeye* has a higher circulation rating than is accorded to any other paper in Troy.

PENNSYLVANIA.

The *Leader* has a higher circulation rating than is accorded to any other paper in Allentown.

The *Independent* has a higher circulation rating than is accorded to any other weekly in Chester.

The *Weekly Courier* has a higher circulation rating than is accorded to any other paper in Connellsville.

The *Local News* has a higher circulation rating than is accorded to any other paper in West Chester.

TENNESSEE.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

UTAH.

The *Semi-Weekly Deseret News* has a higher circulation rating than is accorded to any other paper in Salt Lake City or in the State of Utah.

WASHINGTON.

The *Union* has a higher circulation rating than is accorded to any other daily in Walla Walla.

WEST VIRGINIA.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

WISCONSIN.

The *American Thresherman*, Madison, Wis., has a higher circulation rating than is accorded to any other publication issued in the State of Wisconsin.

The *Zeitung* has a higher circulation rating than is accorded to any other paper in Fort Washington.

NOTES.

THREE new Garland Heaters are shown in a handsome folder from the Michigan Stove Company, Detroit, Mich.

Mr. H. S. Barlow and Mr. Irving W. Humphrey have served their connection with the H. B. Humphrey Company of Boston.

A CHATTY folder upon the subject of wire rope comes from the Macomber & White Rope Co., 19 South Canal street, Chicago.

A NEAT booklet from the Joseph Dixon Crucible Co., Jersey City, takes the story form of setting forth the merits of Dixon's Pipe-Joint Compound. The copy was prepared by Calkins & Holden, New York.

A SMALL folder from the C. W. Hunt Company, 45 Broadway, New York, gives small illustrations of machinery for handling coal, and is a neat piece of inexpensive literature for use as an envelope filler.

Two folders prepared for the Progress Novelty Co., 11 Broadway, New York, by Edmund Bartlett, describe and illustrate the "Self-feeding Powder Puff," a new convenience for ladies that seems to be sufficient unto itself at all times and places.

By a special arrangement between the Chicago *Tribune*, *Chronicle*, *Record-Herald* and *Journal* these four papers print want ads at a combination rate per line, the ad appearing in the three papers first named on Sunday and in the *Journal* on Saturday evening.

A FOLDER containing arguments for dealers upon the merits of the butterine made by the Capital City Dairy Co., Columbus, Ohio, takes the form of an imitation life insurance policy. As a novelty it is fairly certain to attract attention in a business man's mail.

FROM H. Delos Snyder, 27 North Sixth street, Philadelphia, comes a copy of the Reading Terminal Market Directory, which gives names, locations and telephone numbers of all the tenants of the Quaker City's great market. The directory also contains retail advertising.

"TRAVEL with the Horse before the Cart" is a booklet describing the system of producing advertising matter at the Manz-Hollister plant, Chicago. The engraving facilities of the Manz Co., combined with those of Hollister Bros. for fine printing form this new service. The promotion department is in charge of Miss Helen Marr Shaw.

A NEAT lithographed hanger advertising Pompeian Massage Cream, made by the Pompeian Mfg. Co., Cleveland, Ohio, is added to the line of literature for druggists.

AGATE is the birthstone for the month of June, and the fact is taken advantage of by S. Kind & Son, Philadelphia, to issue a booklet showing birthday gifts in jewelry made up in accord with this sentiment.

"MANYTHINGS" is a booklet from the Carlin Machinery & Supply Co., Allegheny, Pa., containing an illustrated list of new and second-hand machinery of various kinds. There is a quantity of printing machinery.

FROM Thomas Lloyd, 22 Park Place, New York, comes a neatly arranged catalogue of fireworks and appurtenances for celebrating the glorious anniversary of our independence. Such argument as has been deemed necessary is forceful.

THE current number of Marsh's Advertising Talks, published by the Marsh Advertising Agency, New York Life Building, Chicago, is chiefly devoted to arguments for quality advertising as against that based on cheap goods and cut prices.

"FAR from the Crowded City" is a summer travel booklet issued by J. J. Kirby, general passenger agent of the Ann Arbor Railroad, Toledo, Ohio. Pictures and text are above the average in quality, and have an element of novelty that distinguishes them from the ruck and run of summer travel literature. Printing by the Franklin Co., Toledo.

JULY FOURTH was the occasion for special mailing literature as usual. Nolan Bros. printers, 69 Fleet street, Brooklyn, sent out a neat brochure called "The Day We Celebrate," and from the Evening Telegraph, Bucyrus, Ohio, came a mailing card to which were attached five giant firecrackers, with the suggestion that advertisers make themselves heard herewith on Independence Day and through the columns of the Telegraph every other day. The latter novelty was particularly forceful.

THE second issue of *Kiam's Store News*, published in Houston, Texas, is larger than the first and is especially artistic in its arrangement. At the head of the editorial page is printed this little platform: We endeavor in all our advertising to impart information—real, genuine, frank, intelligent information of the goods advertised. It is our theory that the public will measure an event as we measure it. If we dilate and become enthusiastic about some merchandise success they will know that it is an occasion not to be missed. If we talk of it coldly they will think it of little interest. We do not, however, let our enthusiasm get the better of our judgment to the extent of misrepresenting articles or inflating values. Honesty is not only the best policy in advertising—it is the only way to establish a business which has the confidence of the public. We recognize that we are public servants, and only by dealing fairly do we deserve their patronage.

NO AMOUNT OF MONEY COULD PURCHASE A PLACE FOR A PAPER NOT ENTITLED TO IT.

The circular letter as printed below was recently mailed to a selected number of advertisers with the purpose to ascertain their opinion in regard to the Roll of Honor:

As an advertiser and reader of *PRINTERS' INK* you have no doubt given the Roll of Honor some attention. It is a classified index of choice mediums whose publishers believe in the principle of letting their circulation be known. The new department found an almost instant indorsement on the part of intelligent publishers and special agents and many other readers of *PRINTERS' INK*.

What is your opinion of it from the standpoint of an advertiser—the man who is looking constantly for such information as the Roll of Honor contains?

The replies received were many, and practically every one was an indorsement so strong and sincere as to make the editor of *PRINTERS' INK* blush with pride. A number of these testimonials have been published. There were a few communications which advanced the idea that, while the new department was something worth having, it would be much more valuable if the service were rendered free. It must be said, however, that not one publisher was among the advocates of this construction of business principles. Advertisers and experts at advertising have often proclaimed that "what's worth having is worth paying for."

And that applies to the Roll of Honor.

The publishers of *PRINTERS' INK* charge 40 cents a week for a two-line advertisement of a periodical that is entitled to be listed in the Roll of Honor. This includes free changes of copy, weekly, monthly or quarterly, if made in accordance with the slip reprinted below:

The Roll of Honor is the only organized weekly service in existence, anywhere, through which the honest and progressive publisher (entitled to its membership) can bring before the advertisers of the United States his increase of circulation for a week, a month, or a quarter just past. In such reports every prominent advertiser is vitally interested. This system is what makes the Roll of Honor a unique and choice service for choice mediums. It's the only authoritative source of such information, and is to be had for an almost nominal expense. Advertisers are clamoring for it constantly, and publishers have ever desired to find a way by which they could make reports to date. The publisher who realizes this feature in the Roll of Honor cannot

help making an effort to be listed in the new department. An additional line of space is generally necessary for the supplementary information, and the cost is twenty cents per line.

EXAMPLE:

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902. 6,875 (1902). Average first six months, 1903. 14,888.

Weekly, monthly or quarterly corrections to date are always made free of charge, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, and made in accordance with the rules of the American Newspaper Directory.

No amount of cash offered by a publisher could purchase a place in the Roll of Honor in violation of the rules which govern the department, and no publisher needs pay any more than the amount already stated, viz., \$20.80 for two lines of 52 consecutive insertions, and 20 cents extra per line for such statements as a publisher himself chooses to add. That's fair—eminently so.

Should the *New York Herald*, the *Times* or the *Sun*, or any other publication, print the advertisements of Wanamaker, Saks and others free of charge because their doing so would make these papers a more complete directory for the public?

The Rockford, Ill., *Republic*, an excellent and praiseworthy newspaper, asserts that it forwarded to the publishers of the American Newspaper Directory a detailed circulation statement for a rating in the 1903 issue of that standard work on circulation ratings.

The *Republic* people failed to get the desired rating, because their statement was never received in the office of the American Newspaper Directory. And while the presumption is strong that such a statement was properly made out and mailed to somebody, the FACT remains that it was never received at the proper place. And for that reason alone the *Republic* failed to get a rating.

The *Republic* people have made a creditable effort to prove that they actually sent the statement, and they were equally anxious to get for the *Republic* a place on the Roll of Honor. The editor of *PRINTERS' INK* would have been only too glad to find a way to admit the *Republic*, and it was with a feeling of sorrow when

he was obliged to pen the letter printed below:

NEW YORK, August 10, 1903.
Publisher of the *Rockford Republic*, Rockford, Ill.:

DEAR SIR—Replying to your favor of August 6, I point to the inclosed marked rules which govern the Roll of Honor. I see no way to admit your paper under the rules. I could see no way to do so, if you offered any price. Yours truly,

CHAS. J. ZINGG,
Managing Editor PRINTERS' INK.

The above decision also applies in the case of the New Haven, Conn., *Register*:

THE NEW HAVEN REGISTER.
Established 1812.

Daily, Weekly and Sunday.

NEW HAVEN, Conn., Aug. 12, 1903.
Editor of PRINTERS' INK:

The *Register* would like to be on the PRINTERS' INK Roll of Honor. I notice that the qualification is that you should have a detailed circulation statement, duly signed and dated, and appearing in the *Newspaper Directory*, 1903 issue. You will remember, doubtless, the fact that we furnished you with such a statement later in the year than we should have, although our Mr. Hamblin was absolutely positive that it was mailed to you before the 15th of January, as has been our regular custom, and as we shall continue to do in the future. The question is: Having a detailed circulation statement, duly signed and dated, now in your possession, can the *Register* be admitted to the Roll of Honor? We belong there and should like to be there. Very truly,

JOHN DAY JACKSON, Publisher.

ADWRITING A FACTOR IN SELLING SPACE.

"Well bought, is half sold," is a common expression among merchants. The same idea can be applied with equal truth to adwriting in connection with soliciting advertisements.

I was standing in a hardware store last fall when an advertising solicitor came in and said:

"Mr. Brown, we want to run an ad in our paper for you."

"No, I don't believe we have anything for you this week."

"We can get you up a good ad, and we haven't had any business from you for some time."

"Well, we haven't had any advertising in the papers of late. We may later on."

"All right, we'll see you then."

That advertising solicitor made a big mistake. On the floor at the time was a long row of refrigerators. It was in the fall. It meant they must be stored away until next spring, insurance paid on them, and possibly sold at a discount the next spring because they were not the latest style or showed the marks of time. There was the chance for a big ad. Had he called attention to the fact that it was getting late and the refrigerators would have to be carried over; that if there was a discount to be made on them, then was the time. That the cash would buy other goods on which a profit could be made, that the solicitor could write a good ad for him and put it in a good position, on a local page, where several hundred or thou-

and people would see it, that in that number there were certainly enough who would take advantage of his prices and clean out the whole line, he certainly would have come much nearer to an order than the manner in which we went at it. That's the way I would have gone at him and followed it up by writing the ad, figured out the price and told him all about it before I left.

I have made it a point to never solicit a man for business unless I know about some good article he carried in stock on which I could talk. Sometimes you will not pick out the thing he wants, but you generally get him talking about something else he would rather have advertised and if you can write a good ad and show him the copy and give a good space in a good position, you will stand a much better chance of getting the business. You must have something definite for him to go by. He must have a definite proposition to consider. He wants to know where it will go and how much it will cost. If you can write a good ad, one that talks business—that interests him—you have won the battle.

Almost every busy man shuns adwriting. Be he ever so enthusiastic over advertising his goods, he finds it too much of a task to express himself, or to write what suits. If the solicitor can do this for him, he will have a decided advantage.

JAMES E. DOWNING,
Adv. Mgr. Ft. Dodge (Ia.) *Messenger*.

HOW TO MAKE AN ADVERTISING APPROPRIATION.

Successful business men who have grown rich from advertising spend from four to six per cent of the earnings of their business in advertising. Sometimes they just put their cash discounts in advertising. It takes that much to advertise right. It's about the appropriation to figure on. If \$100 is five per cent of your gross monthly business, then figure on how you can spend that \$100 in advertising to get the best results. You'll find if you spend \$100 a month judiciously that it will be only a few months until your income has doubled, and if you double your advertising appropriation as your business doubles, you'll grow from the little firm to the rich, solid one.—*Folder from the News-Dispatch, Leadville, Col.*

FINANCIAL ITEM.



"PORK VERY ACTIVE."

NOTES.

A HANDSOME catalogue for the National Motor Vehicle Co., Indianapolis, bears the imprint of Hollister Bros., Chicago.

A SERIES of neat mailing cards is being sent out by Wm. Johnston, of the Printers' Ink Press, 45 Rose street, New York.

THE *Enterprise*, Williamston, Mich., which was established in 1873 by S. E. Andrews, has been sold by the founder to H. A. Thompson.

An attractive series of mailing cards each describing a new novelty in wall paper, is being sent out by the Robert Graves Co., New York.

"THE June Bride and Sweet Girl Graduate" is the title of a tasteful and effective jewelry folder from Feagans, Joliet, Ill. It was prepared by Henry F. Garrison of that city.

A PROPRIETARY medicine pamphlet containing old-line arguments in an improved typographical dress is from the Murna Medical Co., makers of Murna Wine, Winchester, Va. This concern has applied the "Save the wrappers" idea to its remedy.

From the Ad Shop, Cleveland, Ohio, comes a handsome booklet in which are alternated brief arguments and specimens of advertising illustration made for various clients. The typography and presswork are excellent, and the text and illustrations reflect credit on Lembeck & Adams, the Ad Shop's managers.

A BOOKLET describing methods of furnishing and decorating offices for business men who do not wish to assume the work themselves is sent out from the S. Finck Company, 150 Broadway, New York. The matter is clear and fully illustrated but the booklet would have gained by a cover title indicating its contents.

A HANDSOME little booklet from the Pompeian Mfg. Co., Cleveland, Ohio, contains a practical treatise on facial massage, with general suggestions on beauty culture. The matter was written by Frederick W. Stecher, Ph. G., and is illustrated with live models. The brochure is distributed through dealers to advertise Pompeian toilet requisites.

A HALF-DOZEN forceful mailing cards of artistic typographical design come from Moose Bros., printers, Lynchburg, Va. Among them are a card for the Adams Bros.-Paynes Co., brickmakers, one for the Crescent Candy Works, a shoe card for Jackson Bros. and talks on summer clothes for Renalt and Rodgers, all of Lynchburg.

AN INTERESTING booklet published by Geo. E. Crosby & Co., Boston, outlines three profitable tours through the Hub's historic and modern places. The first comprises Charlestown, Bunker Hill and the North End, the second takes the tourist to the old churches and the Common, and the third embraces Back Bay and Cambridge. It is a fine handbook of the city, and ought to be a paying advertising medium for those who have taken space.

A LARGE folder of furniture bargains, attractively arranged and presented, is published by the G. A. Stowers Furniture Co., Houston, Texas.

THREE mailing cards from *Power*, New York, show the value of advertising space in that publication by the very effective method of comparative ads of firms that have increased space. Three firms have lately gone from a quarter-page to a full page—the Wm. B. Pierce Co., Buffalo, James Bonar & Co., Pittsburg, and Chas. A. Schieren & Co., New York. This increase was brought about by the effective copy prepared by *Power's* staff of adwriters.

A FOLDER somewhat marred by over-display contains exceedingly forceful arguments for the tank extinguishers made by the Metropolitan Fire Extinguisher Co., 1135 Broadway, New York.

CHERISH THE LITTLEST GOOSE THAT LAYS A GOLDEN EGG.

The wise publisher will not urge upon his advertisers an expenditure which is not warranted by the nature of his business, of the medium, and the probable results from the advertisement. Not long ago I saw a page in a large daily filled with the announcement of a small souvenir maker who had made little novelties and sold them at retail in his own little store. I knew that the page advertisement had cost him about \$300, and that in the very nature of things it could not prove a profitable investment for him. I investigated the matter, and found that the advertising solicitor had brought undue pressure to bear upon this little merchant; and the solicitor admitted to me that it was the meanest thing he ever did. As might be supposed the results were not commensurate with the cost of the advertisement, and the little merchant felt the loss severely. But I think if the truth were known the newspaper was the heavier loser of the two; for that story has reached many other advertisers.

Let the publisher remember that the advertiser and the public are his two best friends, and they must be treated as friends or he will lose their friendship.—*Waldo P. Warren, Advertising Manager of Marshall Field & Co., Chicago.*

A DISHONEST ad and trouble are twin brothers, you can't tell them apart.—*White's Sayings.*

PRETTY advertisements are like pretty girls—the more you see them the less fascinating they become.—*White's Sayings.*

YES, advertising is as old as history itself—but most every man finds some new wrinkles about it every day.—*White's Sayings.*

CARNegie says it is a shame to die rich—not many advertising men need fear any shame from this cause.—*White's Sayings.*

A MERCHANT who takes up with fake advertisements makes me think of a dog fight—he both bites and gets bitten.—*White's Sayings.*

A CREMO PARODY.

The shades of night were falling fast
When through the tenderloin there
passed

A youth, who puffed a nickel rope—
Semi tobacco, semi dope—

Save the bands.

Its soent was strong, to put it mild,
Enough to suffocate this child,
But he derived his pleasure from
The slogan of the cingulum—

Save the bands.

From thurst emporiums here and there
Piano fanfare rent the air.
Above a billboard reared its face,
Proclaiming to the populace—

Save the bands.

"Aw, can the rope," one rounder said,
"And try a corn-cob pipe instead."
He spake not, but soliloquized
(Just as the thing was advertised)

Save the bands."

"O stay a while" a maiden cried,
"Recline thy weary self inside."
The callous youth saw not her smile—
Communing with himself the while

Save the bands."

"Beware the billy and the gag—
Beware the thud of the sand-bag."
The friendly copper warned in vain;
An owl-car echoed the refrain

Save the bands."

That night the cops were tanked with
booze

When shrieks disturbed their solemn

anooze.

He lay there, minus watch and sum,—

Still moaning, in delirium,

Save the bands."

Next day a passing hobo found
A half-smoked butt upon the ground.

He eyed the rope askance and grim,

And then the sad truth dawned on him—

Save the bands.

I. L. BLUMENSTOCK.

PATRON SAINTS OF PUBLICITY.

In view of the number of nens now employed in store publicity, isn't it strange that so little real originality is in evidence? The same stock phrases and ready-made prefaces that have done service in days of yore are still in commission from the Atlantic to the Pacific. Phrases such as "Come early and avoid the rush," "We lead, others follow," and the like, die hard. With another class of ad men, while stock phrases are little employed, a servile imitation of leading exponents of the art is in evidence. In the John J. Powers period, the "Me-toos" modeled their output on the lines laid down by the man who first gave distinction and primacy to Wanamaker publicity. Display was dethroned and the pica reading-matter style given undisputed sway. And to the eye, the duplication was perfect, but there the resemblance ceased. Something was missing—only the Powers genius. With the passing of that patron saint came another occupant of the shrine at which the imitators worshiped. Gillam succeeded to the vacant throne. His ideas were somewhat different from his predecessor's, as was his style. His disciples, too, were as the sands of the sea. At the moment, however, there is no store scribe of marked individuality, much less commanding genius.—*Dry Goods Economist.*

ADVERTISING PRIVATE SCHOOLS.

School advertising is no novelty. Its importance in school building is well recognized. Long ago it was considered undignified to advertise a private school. Not to do so is undignified now since that means failure. The practice has stood years of test. Educational institutions of varying excellence come and go. Invariably those which take rank and stay are the advertised. In few enterprises is success more dependent on a good name—a familiar name—a name known to the class of people whose patronage it solicits. Parents often leave the final selection of a school until the bell rings. This is the reason for the accumulation of display advertisements just previous to the opening of the schools. Months, even years, before, however, the real search was begun. Then only the persistent, steady advertisers made their offerings, creating their impression. In nine cases out of ten the choice, when it comes, falls to those who have been on hand before school and after.—*Booklet from Scribner's.*

♦♦♦

WHEN a solicitor tells you he has the best thing in the world you can mark it down that he generally means—for himself.—*White's Sayings.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

PUT out Points. Costs 50c. Clears \$10. Plan 10c. Cir. free. PTS. PRESSER, Mt. Sunapee, N. H.

TRADE PAPERS—Young man, advertising experience, will represent trade paper in this territory. Address Box 144, Cleveland, Ohio.

MORE than 215,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

THE GOLFER will engage the services of an advertising solicitor who can get business. Address THE GOLFER, 150 Fifth Ave., New York.

WANTED—Premiums to give with patent medicines, to cost from twenty-five cents to ten dollars. Address RIGHTOR, Parker-Blake Co., Ltd., New Orleans.

ADVERTISING SOLICITORS wanted. Active, bright, business getters. Good commission. Old reliable drug paper. Address RETAIL DRUGGIST, Detroit, Mich.

WANTED—To take stock or other interest in good newspaper and act as Washington correspondent therefor. Answer full particulars. "RELIABLE," care Printers' Ink.

PHARMACEUTICAL house wants, for its advertising department, physician or man capable of editing its advertising literature. State experience. "W. G.," care Printers' Ink.

A GENTS wanted to sell nail files and toothpicks in leather cases as advertising novelties on 20 per cent commission; samples of each 10 cents. J. C. KENYON, 5 Lake St., Owego, N. Y.

WANTED—Situation as classified advertising manager. Address "W. H. M." care Printers' Ink.

A DWRITER, honest and industrious, desires a position where he will have opportunity to show his ability. Employed at present in advertising of leading magazines. Salary moderate. Reference, etc., "CAPABLE," Printers' Ink.

SUN, JOURNAL and POST wanted back to Dec., 1901. Address 2 West 14th St., Room 30, N. Y.

ADVERTISING SOLICITORS wanted for programme work Boston Theatres. Yearly situations for hustlers. Must be experienced and highly recommended. Address, stating references, salary expected and experience. "G," Box 25, Melrose, Mass.

AN adwriter of experience observes the fact that the ads of newspapers in advertising journals like PRINTERS' INK and others are, as a rule, poorly written. He offers his services to write such announcements upon receipt of material and data at moderate rates. Address "NEWSPAPER ADWRITER," care Printers' Ink.

BRIGHT solicitor wanted in every town to act as representative for large company and to introduce quickest and biggest money making scheme ever heard of. \$100 weekly easy for a hustler. Send \$1 for particulars and as guarantee of good faith. Money back if not as represented. Write to-day and be first in the field. "G," P. O. Box 25, Dept. 8, Melrose, Mass.

PUBLISHERS, ATTENTION! Circulation manager, now employed, desires to make a specialty of fully experienced in taking charge of circulation on newspapers, laying out carrier routes, schemes of distribution by trolley, expert mailing clerk, etc., and getting effective results from solicitors. Has used the latest methods and schemes with success. Refers to present and past employers. PORTER R. PORTERFIELD, Hotel Alber, Denver, Col.

DOES YOUR BUSINESS PAY YOU? My business is to make large properties pay. If you want an expert who will save you time, money and waste, consult me. Specialties: Newspapers, large hotels and large manufacturing plants. Took a newspaper plant, losing \$300 per week, doubled the size, quadrupled the circulation and sextupled the advertising in a year and a half. Let me help you. "Do it to-day. I am not a cheap man, but I produce results." H. N. CARLYLE, Oshkosh, Wis.

ADVERTISING WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an adwriter than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 608 B, Lippincott Bldg.,
Philadelphia.

IN SEARCH OF A SALESMAN. I am looking for a good salesman. I would like to talk with one who has a record in selling type or printing material. Perhaps some man with printing or newspaper experience will see in this the chance of his life. He must not be too old. Should be of good character, willing to travel and work, and surely able to sell. Not a commission job, but a permanent, improving position. This will not appeal to many; I am looking for one. If it should appeal to you be sure to let me know, and also why you should appeal to me. If afraid to tell something in confidence, save your postage.

Don't forget age and experience.
Address "A. T. S.," care Printers' Ink.

ARE YOU SATISFIED with your present position or salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High-grade exclusively.

HAFFGOODS (INC.),
Suite 506-508 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 529, Monadnock Bldg., Chicago.
Suite 1238, Williamson Bldg., Cleveland.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 233 Broadway, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

FOREIGN ADVERTISING AGENTS.

AMERICANS, before advertising in England consult the men on the spot. STOREY-FREER PUBLICITY CO., Leeds, Eng.

CARBON PAPER.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 675, N. Y.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. STANDARD, 61 Ann St., New York.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. BASSETT & SUTPHIN,
45 Beekman St., New York City.

HOTELS.

THE LITTLE HOTEL WILMOT in Penn Square, Philadelphia, wants the disciples of PRINTERS' INK to see how they do things. THE RYERSON W. JENNINGS CO.

LITHOGRAPHY AND TYPOGRAPHY.

CERTIFICATES, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. ALBERT B. KING & CO., 105 William St., N. Y.

COIN CARDS.

\$2 PER 1,000. Larger lots at lower prices. **ACME COIN MAILER CO.**, Burlington, Ia.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ELECTROTYPING.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

SUPPLIES.

WD. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

NEWSPAPERS WANTED.

IN New York State, quick. Both daily and weekly properties. I have buyers on deck for reliable propositions at equitable prices. All business done in confidence by C. F. DAVID, the original broker, Abington, Mass.

HALF-TONES.

NEWSPAPER HALF-TONES.

Next, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

ILLUSTRATORS AND ILLUSTRATIONS.

IF you want good engraving at a low figure write to F. J. BROWN, 114 5th Avenue, N. Y.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

CARTOONS. Any subject comically illustrated. Originality, promptness. Give me a trial.

C. T. KROMER,
611 Park Ave., Canton, O.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

ADVERTISING NOVELTIES.

PPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

BEST and latest advertising novelties. Articles of real merit and utility. Write for samples and particulars to G. P. COATES CO., Uncasville, Conn.

ADVERTISING NOVELTIES which in reality are advertising necessities. High-grade goods only. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. THE BALTIMORE BADGE & NOVELTY CO., 333 Broadway, N. Y.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

30 WORDS, five times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation 8,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

POUlTRY NEWS, 25c. year; ad rate 5 cents per agate line. Circulation 2,250 monthly. WILLIAMS & METLAR, New Brunswick, N. J.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 45,000 copies, rate 20 cents a line. Forms close the 34th. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

PlANT your ad in the POST. It reaches ten thousand readers among the wealthy agricultural class every week. 20 cents an inch, display; 5 cents a line, residing. POST, Middlebury, Pennsylvania.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

ADVERTISERS who wish to secure business from the drug and medical profession, retail and wholesale, should give the RETAIL DRUGGIST, of Detroit, Mich., the old reliable drug journal, a trial. Its mail bags speak in every State.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

ADVERTISING CONSTRUCTORS.

ADVERTISEMENTS, booklets, folders, written and printed. GEO. W. WAGENSELLER, Middleburg, Pennsylvania.

PRACTICAL money-getting ads written at short notice. Satisfaction guaranteed. W. C. RICE, 111 Northington St., Springfield, Mass.

RESULTS count. Get best advertising matter. R. L. F. SNEERINGER, Box 17, Detroit, Mich.

HENRY FERRIS, his  mark, 918-920 Drexel Building, Philadelphia. Adwriter. Gimbel, Wanamaker, Independent.

ADVERTISEMENTS and cuts, new daily. RETAILERS and bankers should use the best. Moderate prices. ART LEAGUE, New York.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

IDESIGN, write, compile, illustrate, prepare and place, advertising, at a rate that pays you to advertise. It costs you a stamp for information. Write, telling your wants, F. J. BROWN, 114 5th Ave., N. Y.

MY AD WORK is adding money to my clients. A simple sum in addition the more ads, the more adds. My circular tells some of it, write for it to-day. WM. H. BESACK, 934 Barrett Ave., Kansas City, Kansas.

IHAVE some very positive, definite ideas about good advertising, its form and substance. If your advertisements are not a success let me see them, criticize them and suggest a remedy.

WILLARD, Box 162, Evanston, Ill.

PERSISTENT PUBLICITY, PROPERLY PREPARED, PROVES PROFITABLE. POSTAL PROCURES PARTICULARS. PERKINS,

237 Atlantic Ave., Boston, Mass. Send for free illustrated monthly calendar.

ILOOK for clients about half way between the "PLODDER" and the "PLUNGER." There's a "heap" of enterprising people in that "gap" who know a good thing when they see it, and such often write to ask if I can help them "see it." Why not YOU sometimes? Of course, not now—you're far too busy, but some time—eh? No. I-Z. FRANCIS I. MAULE. See below.

ADWRITERS and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

I DON'T CARE. I really good the things you make are, if you send out "cheap" poorly gotten documents to advertise them, strangers will suspect the actual goods to be of the same class as that poor advertisement of them. Few people would care to take such very costly chances of having their goods underrated if they thought of it—but lots of folks stick to just such unreasoning "year in and year out."

For a good many people who take no such "costly chances" I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards; Newspaper, Magazine and Trade Journal Advertisements, etc.

I gladly send samples of things that "suggest" goodness as well as describe it, in response to letters inspired by possible business for me.

FRANCIS I. MAULE, 404 Sansom St., Philadelphia.

No. 24.

MAIL ORDER ADVERTISING—Now is the time to get ready for fall. The experienced advertiser lays his plans for next season's efforts during the summer months, and that is the correct policy for you to pursue. If your business did not pay as well last year as you expected it would, let me try to discover the fault and suggest a remedy. If you intend to start a mail order business next fall let me do your work now—during the winter months you should be busy taking in money. If you want to start in the mail order business but don't know just what line to take up, write me; it is a part of my business to sell schemes of my own planning. My only recommendation is the successful work I have done for the leading American and British mail order concerns. If this is sufficient recommendation for you, then correspond with me regarding any ads, booklets or follow-up letters you may want written, whether for medical, merchandise, agents or scheme business. Address EUGENE KATZ, 504 Boyce Bldg., Chicago.

READY-MADE ADVERTISEMENTS.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

You had better get your money out of summer goods about as fast as you can, because a backward June has beaten you out of almost a month of brisk business.

It will pay you to make some pretty deep cuts on some things with which you are well loaded, and you can better afford to take actual cost for certain other things than to carry them to another season with its changed styles and demands.

A price-cut that would draw a crowd to-day might not even cause a ripple three weeks hence, so you'd better cut soon or not at all.

Clapp and Treat, of New Haven, Conn., are not afraid to quote prices.

Now for Bass

The law is off July 1, and now is the time to overhaul your fishing tackle. The right goods at the right prices. Split bamboo rods, 52c. to \$25; Bristol steel rods, \$3.50 to \$8; Milward & Bartleet gut hooks, 15c. to 40c. doz.; Shakespeare trolls, 50c. to \$1; reels, 25c. to \$8; Skinner casting spoons, 25c.; most trolls, 60c.; P. & S. trolls, 50c.; Green's combination spoons, 60c.; channel spoons, 60c.; St. Lawrence gangs, 35c. to 75c.; Joliet spinners, 50c.; canned shiners, 25c. bottle. Headquarters for Martin's celebrated kingfisher lines.

A Happy Headline.

Shawls to Snuggle In

On such days as these, they may be fittingly worn at almost any and every time. In sane, normal summer weather, they're cozy and pleasant if you're sitting in a breezy corner of the piazza, or going out for an evening walk.

We have most every kind you can think of, and the price-range in every group is very ample. Here are a few hints of what the stock contains:

Attractively Priced.

Silver Belt Buckles

Here is a collection of sterling silver belt buckles in a variety of most attractive designs—both floral and figure subjects, that we're able to offer to-day at half prices, or less. Some are in French gray finish, others in rose gold; and many are attractively set with stones. Altogether, a pleasant chance to pick out pretty adjuncts to the summer frock, at a material price-saving—\$1. and \$1.50, worth \$2.50 to \$6.

With the addition of the words "cloth-bound". This Headline Would Have Told the Story.

Good Novels

25c to 33c

The list of novels given below combines books worth keeping after you've read them with prices you usually pay for the paper novels that you read and throw away. These novels are by authors you know and like, in original, copyright editions—not reprints—handsomely cloth-bound, published at \$1.50, and regularly sold by us at \$1.08; now 25c., 30c. and 35c.

Very inviting and convincing, too.

Take a Trip with Me to Ashton Terrace

and look at a most attractive home proposition in a single cottage, seven rooms, bath, furnace, water closet, hot and cold water, gas, sewer, etc. I will let the place go for just \$1,925; \$425 cash on easy payments; \$1,500 permanent mortgage, 5 per cent. This house is classified in the bargain list of homes. Take Elmwood or New Britain cars to Mountain street, two minutes' walk from trolley. Howard G. Bestor, 82 Pearl street, Hartford. 'Phone 316.

Suggests Clothing Comfort.

The Negligeé Man

You'll find everything in this store to enable you to become a Negligeé Man—which is a good kind of a man to be in summer time. Assortments plentiful, varieties large and prices—well, no one can beat us there.

Flannel suits, from \$4.98 up; wool crash suits, from \$4.98 up; straw hats, 25c. up to \$7; fancy hose, two pairs for 25c.; negligee shirts, 25c., 48c., 98c., \$1.50; underwear, mesh kind—48c. garment; leather belts, 25c. up. Etc., etc. Hartford One-Price Clothing Co., outfitters for the male sex, 114-116 Asylum street.

One of Presson's Chafing Dish Ads.

Not a Gimcrack

Don't look upon the chafing dish as a mere social toy—don't, please. It's a staunch friend of the whole human race, and has been these many centuries. In a crude form it was used by the ancient Egyptians, the Israelites and the Greeks. It has been dug out of Pompeii, and was a reigning favorite at the old court of France. There are many dozens of dainty dishes in its repertoire, and fully as many substantial ones—chops, for instance—steaks, omelets, eggs, oysters. It is a practical cooking utensil, limited only by the skill of the cook.

Let me show you the different styles and sizes. Prices as low as \$6, ranging up to \$12.50. George McL. Presson, Jeweler, 15 and 17 Broadway, Farmington, Me.

Good Bicycle Talk.

Bicycles

Hints for prospective buyers. For those who love a ride along shady country roads, or who like to take their exercise in the shape of a brisk spin on city streets, the bicycle holds enduring charms. But the secret of thorough enjoyment lies as much in the wheel as in yourself. Easy running, light, prone to stay in order—those are the points to be sure of. Here are some sorts that you may rely on—bicycles we can recommend, as well on the score of quality as on that of moderate price.

Use This One in September or October if you Sell Oil Heaters.

Is the House Chilly?

It is very bad indeed to risk the health of the family by having no heat in the house on a damp or chilly day or evening. A fire in the furnace would be too much in summer time; probably the country house has no furnace. An oil heater is the thing. Easy to start; can be carried to any room you wish; inexpensive; but it drives away the dampness and chill in a jiffy—if it's the right sort. Our Brightest and Best oil heaters are exactly right. \$3.75.

These Short Sentences go Straight to the Point.

Sale of Suits

Better give our customers a bargain now than wait till the season's over. The hardest to please will find no fault with these. Too many \$28 black and navy blue serge suits. Sale price, \$22. Too many \$35 silk-lined business suits. (Tailor's price, \$50.) Sale price, \$26.50. Too many odd sizes in \$45 dress suits. Sale price, \$35. Too many \$22 black walking coats and vests. Sale price, \$16. Too many \$7 and \$7.50 trousers. Sale price, \$5.50. "Semi-Ready" Wardrobe, Broadway and Eleventh st. A. J. Kelley Company, controllers for New York.

This ad of the Shawmut Hat and Fur Store, of Salem, Mass., is all right.

Storage and Insurance of Furs

We will store and insure your furs through the summer months at the lowest rates consistent with absolute protection. We can guarantee you against loss from fire, theft or moths. All garments are insured in the best fire insurance companies, who are responsible for the full extent of our liability. Garments sent for and delivered free of charge within a reasonable distance. When you wish to put away your furs either send them, drop a postal or telephone the old reliable fur house of Essex county.

MEDICAL ADVERTISING.

There is still opportunity in this wide world to make many more good fortunes in the medicine business, but it can't be done clinging closely to old lines and ignoring the changed conditions of the present day. It can't be done on the hit or miss principle. You've got to know what you want to do and what you are up against at the very start, and plan accordingly. In advertising, medical advertising, you must cut your coat according to your cloth. If you haven't enough to make a respectable coat, you'd better plan only a waistcoat and make a good one. There is no such thing as one right plan for every medical proposition; if there were it would have been found out long ago and all the fortunes would have been made. Every proposition must have its own plan, its own policy, its own story and its own way of telling it. What is a wise plan in one case would be a fool plan in another; but you can safely lay down the general principle that any half good plan pushed through with practical energy, adapted to circumstances as they arise, and followed up persistently, is better than the best plan not properly handled and carried to completion. Catch your public first, and then give the dealers a fair look in on the profits. Dealers are only human. They will not turn a hair to help you start a sale, but when it is started and making money for them they won't object to shoving it along. You may defy them successfully for awhile, with a proposition which they have to handle unwillingly, but it is quite possible that in the end they will down you. In putting a remedy on the market, the first thing to bear in mind is that no good thing succeeds solely on its own merits. The merit must be in the goods, but they must also put a good "front," and be backed by a lot of pushing. It will never do any harm to have your energy seasoned with judgment and a spice of diplomacy. An energetic, thoughtless hustler may do a lot of fool things very brilliantly in a short time. If you are spending your own money, beware of hustling "not wisely but too much."—*Wolstan Dixey, in Impressions.*

EASY WHEN YOU KNOW HOW.
It is the easiest thing in the world to write a simple advertisement—all you have to do is to find out what there is to say about the subject of your advertisement, and then write it down in the order in which the various points will best appeal to the reader. But if you undertake to twist the facts into a knot that you may arouse the reader's curiosity to get him to attempt to unravel it, you will encounter hard work, and a great deal of useless expense. After all, most of the Mystery of Mysteries of advertising consists in doing things which are considered smart by the people who invent them and foolish by the people who read them. A great deal of money is spent on this mysterious kind of advertising, but it is safe to say that half the money invested in simple statements which people can understand, would bring immensely greater returns. The writer of an advertisement should digest the information he may re-

ceive about the subject of his sketch, and consider what points are known to the public, what points are commonplace, and what points stand between the public and the purchase. He will find very often that the points which appeal to him, will be commonplace to the public; and the points which seem commonplace to him will most strongly appeal to the public.—*Waldo P. Warren, Advertising Manager of Marshall Field & Co., Chicago.*

MERCHANTS should remember that fake and scheme advertisement solicitors are like mules—they have no conscience.—*White's Sayings.*

THE advertiser's wits, like a lead pencil, need sharpening once in a while—he should read advertising journals.—*White's Sayings.*

TRYING to build up a business without advertising is like trying to climb a plate glass window—no pegs to hang on.—*White's Sayings.*

THERE is a healthfulness and dignity about the merchant who can always find time to come in contact and commune with the ad solicitor.—*White's Sayings.*

Displayed Advertisements.

20 cents a line; \$30 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.


ADVERTISING CUTS for 40 leading mercantile lines. 15,000 in stock; nearly half a million sold. State your line and send for selected proofs.
HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

New York Dramatic Mirror

121 W. 42d St., N. Y. Established 1879.

Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative commercial advertisements now running in THE MIRROR. Rates and sample copies on request.



Rippan's Tabules are the best depurative medicine ever made. A hundred millions of them have been sold in the United States in a single year. Constipation, heartburn, sick headache, dizziness, bad breath, sore throat and every illness arising from a disordered stomach are relieved or cured by Rippan's Tabules. One will generally give relief within twenty minutes. The five-cent package is enough for ordinary occasions. All druggists sell them.

ADVERTISE IN
SPORTS AFIELD

And reach 28,000 well-to-do subscribers—wide-awake, representative people who know what they want and are willing to pay for it. Magazine; 17th year; rates on request.

Sports Afield Pub. Co., Chicago, Ills.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

TO THE
Manitoba Free Press

published morning and evening at Winnipeg, the American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to all the other daily newspapers published in the Canadian Northwest combined.

Of the 13 papers published in Arizona

The Arizona Republican,

issued at Phoenix, is the only one that establishes a claim to a circulation rating in Howell's Newspaper Directory so high as 1,000 copies. It is probable that no more than 3 out of the 13 print so many as 500 copies regularly, but during the first four months of 1903 the ARIZONA REPUBLICAN has issued more than 6,000 copies each and every day.

TO
The State, Columbia, S. C.

The American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to any other daily published

IN THE TWO CAROLINAS

The Most Popular Jewish Daily.

**DAILY
JEWISH
HERALD**

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the **BEST** advertising medium.

The Volksadvocat
Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,
PROPRIETORS.

132 Canal St., New York.
TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

BIRMINGHAM

(ALA.)

LEDGER

June Circulation

THE BIRMINGHAM LEDGER.

The actual number of papers printed and circulated during the month of June was as follows:

June 1	16,482	June 16	16,746
June 2	16,360	June 17	16,826
June 3	16,604	June 18	17,090
June 4	16,558	June 19	16,948
June 5	16,430	June 20	16,788
June 6	16,358	June 21	Sunday
June 7	Sunday	June 22	20,110
June 8	16,358	June 23	16,794
June 9	16,350	June 24	16,750
June 10	16,480	June 25	16,790
June 11	16,566	June 26	16,726
June 12	16,610	June 27	16,622
June 13	17,020	June 28	Sunday
June 14	Sunday	June 29	17,236
June 15	16,720	June 30	16,948

Total for month.....437,300

Daily average for June.. 16,896

E. KATZ SPECIAL AGENCY

230 to 234 Temple Court, N. Y. City.
317 and 318 U. S. Express Bldg., Chicago.

WHEN

a strong Republican two-cent
evening paper like

**The Jersey City
Evening Journal**

has far the largest circulation
in a Democratic stronghold
that means something that
shrewd advertisers appreciate.

DAILY AVERAGE CIRCULATION :

1899—14,486. 1900—15,106.
1901—15,801. 1902—17,532.

1903—18,460

**A HOME, Not a Street
Circulation.**

***In a Class
By Itself.***

That's the position occupied
BY

**The German
Daily Gazette**

At least **50,000 Germans**
read it daily and read no other,
because they cannot master
the English language.

Advertising rates on applica-
tion.

**The Philadelphia
German Gazette,**
924 Arch Street.

We Claim to put advertisers in the way
of reaching

Over 200,000 Religious Homes
cheaply, easily, and well.

We Claim to give every advertiser full
knowledge of what he buys
in our papers.



PUT THEM ON YOUR LIST.

Age, Years.	PHILADELPHIA.
44	The Sunday-School Times
72	The Presbyterian
76	The Lutheran Observer
55	The Christian Standard
22	Baptist Commonwealth
82	The Episcopal Recorder
59	The Christian Instructor
46	The Lutheran

We Shall Be Pleased To Hear From You.

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

**THE CHICAGO
Daily Drovers' Journal**

FOUNDED IN 1873.

has behind it thirty years of uninterrupted success and constant growth. It goes every day into the homes of over 35,000 of the most prosperous and progressive stockmen and farmers of the West, who are well-to-do, able and willing to buy. In 1902 more than \$321,000,000 worth of live stock was sold in the Union Stock Yards of Chicago, and this money went into the pockets and added to the profits of the readers of THE DROVERS' JOURNAL. The circulation covers the Mississippi Valley States and the great West. As a medium for advertisers of farm machinery and implements, land, farm supplies and articles for household use, THE DROVERS' JOURNAL is especially valuable, as it is essentially "the farmers' daily." You cannot afford to overlook us if you want the farmers' trade. Sample copies, rates and full particulars upon application to

THE DROVERS' JOURNAL,
Union Stock Yards, - - - - - Chicago, Ill.

Four Thousand Twenty Sheet
Pictorial Posters ask the Question

Which Side Do You Take?

and from **Maine** to **Texas**

from **Florida** to **Washington**

from **Massachusetts** to **Louisiana**

and from **Georgia** to **Minnesota**

they all take the right side, that of

THE

MILWAUKEE SENTINEL

WISCONSIN'S GREAT PAPER

as the original propounder and
persistent expounder of the doctrine

ADVERTISING
OF
ALL SORTS HELPS ALL
SORTS OF
ADVERTISING

Take It! Read It! Use It!

SENTINEL COMPANY, MILWAUKEE.

WILLIAMS & LAWRENCE, Tribune Bldg., NEW YORK.

HARRY B. FRALICK, U. S. Express Bldg., CHICAGO.

July Record

Of Seattle's (Wash.) Newspapers.

The following comparative statement of business, given in inches, carried by **The Times** and the "P. I." during the month of July, 1903, tells its own story:

The Times' Record

Display advertising -	-	-	-	-	32,163
Classified advertising	-	-	-	-	12,299
Legal advertising	-	-	-	-	4,016
Total for July	-	-	-	-	48,478

The P.-I.'s Record

Display advertising -	-	-	-	-	27,539
Classified advertising	-	-	-	-	9,862
Legal advertising	-	-	-	-	134
Total for July	-	-	-	-	37,535
The Times beat the "P.-I."	-	-	-	-	10,943

Note that **The Times** leads **The "P.-I."** by 4,624 inches in **display advertising**, 2,437 inches in **classified**, and 3,882 in **legals**; and in the aggregate **The Times** makes the splendid lead of 10,943 inches in a single month, or about 29½ per cent.

The increase of **The Times'** advertising for July, 1903, over that of July, 1902, was nearly 14 per cent.



THE S. C. BECKWITH SPECIAL AGENCY

SOLE AGENTS FOREIGN ADVERTISING,

43-44 45-47-48-49 Tribune Bldg., New York

510-511-512 Tribune Bldg., Chicago.

They Read It Every Morning

AND MUST HAVE IT

This Accounts for the Phenomenal Growth of the

San Jose
Mercury

It is the only morning paper of the glorious Santa Clara Valley, which has a population of 65,000.

San Jose, with 30,000 population, is the home of this live, up-to-the-minute journal.

Seven thousand (7,000) daily and ten thousand (10,000) Sunday is the sworn circulation.

The Sunday circulation represents the combined subscription list of the Mercury and the Evening Herald.

Advertisers will find a first-class, well patronized and profitable advertising medium in the Mercury.

During the month of May the advertising averaged 18,440 lines per day.

La Coste & Maxwell, Eastern Representatives

140 Nassau Street, New York City.

HOME OFFICES:

20 West Santa Clara Street, San Jose, Cal.

“All Right”

Your ink is all right and plenty cheap enough. ENTERPRISE, Newtown, Pa.

Your ink is all right.
REPUBLICAN, Boonville, Mo.

Your inks are all right, as I have found by actual use.
RECORD, Bath, Pa.

Your ink has proved as good quality as what I have been using at about twice your price. RECORD, Swaledale, Iowa.

A considerable number of my customers have been buying from me continuously ever since I started the ink business ten years ago.

Many more who bought from me in the early stages of my career wandered from the fold through the promises of some slick-tongued salesman to equal my goods at my prices and give credit, but were glad to return and vowed never to stray again.

Every morning's mail brings orders from new customers, and if I am fortunate enough to hold them, of which I have no doubt, my roll of honor at the end of the year will reach over eleven thousand names. This is not a bad record for an ink man, employing no salesmen and who never trusted any one for the goods without the money in advance.

Send for my new book giving valuable hints for relieving troubles in the press room.

Address,

PRINTERS' INK JONSON,

17 Spruce Street, New York.

Three Dozen Dailies.

[Whoever thinks he can improve this list without increasing the number of papers is requested to write a letter giving his views and opinions.]

NEW YORK HERALD—(Morning and Sunday)
 TIMES—(Morning and Sunday)
 WORLD—(Morning, Evening and Sunday)
 BROOKLYN EAGLE—(Evening and Sunday)
 ROCHESTER DEM. & CHRONICLE—(Morning and Sunday)
 BUFFALO NEWS—(Evening and Sunday)
 NEWARK NEWS—(Evening and Sunday)
 PHILADELPHIA RECORD—(Morning and Sunday)
 BULLETIN—(Evening)
 HARTFORD TIMES—(Evening)
 BOSTON GLOBE—(Morning, Evening and Sunday)
 TRANSCRIPT—(Evening)
 BALTIMORE NEWS—(Evening)
 WASHINGTON STAR—(Evening)
 ATLANTA JOURNAL—(Evening and Sunday)
 MEMPHIS COMMERCIAL APPEAL—(Morning and Sunday)
 NASHVILLE BANNER—(Evening)
 CINCINNATI TIMES-STAR—(Evening)
 CLEVELAND PRESS—(Evening)
 PITTSBURG PRESS—(Evening and Sunday)
 DETROIT TRIBUNE—(M'ng except S'y); NEWS—(Ev'ning)
 CHICAGO NEWS—(Evening)
 RECORD-HERALD—(Morning and Sunday)
 TRIBUNE—(Morning and Sunday)
 ST. PAUL DISPATCH—(Evening)
 MINNEAPOLIS TRIBUNE—(Morning, Evening and Sunday)
 PORTLAND OREGONIAN—(Morning and Sunday)
 SEATTLE TIMES—(Evening and Sunday)
 SAN FRANCISCO EXAMINER—(Morning and Sunday)
 CALL—(Morning and Sunday)
 LOS ANGELES TIMES—(Morning and Sunday)
 KANSAS CITY STAR—(Evening and Sunday morning)
 INDIANAPOLIS NEWS—(Evening)
 ST. LOUIS GLOBE-DEMOCRAT—(Morning and Sunday)
 LOUISVILLE COURIER-JOURNAL—(Morning and Sunday)
 DENVER POST—(Evening and Sunday)

GEO. P. ROWELL & CO., Advertising Agents, recommend advertisers to use the daily papers and believe the list named above is as good a selection, so far as it goes, as can be made.

To illustrate the cost it may be stated that a twenty-four word "Want" advertisement inserted five times in all the papers catalogued above would cost something more than \$50. An ordinary 10-line advertisement, for a single insertion, would also cost something more than the sum named, even if continued every day for a year. A space of three inches single column, in this small list of papers, would cost fully \$50,000 for one year's insertion. This goes to show that advertising is not cheap; still old advertisers know that the best papers are the cheapest after all.

GEO. P. ROWELL & CO. are glad to quote rates and receive and forward advertisements for the papers named above and for all leading newspapers and magazines.

OFFICES, No. 10 SPRUCE ST., NEW YORK.